

# LIFE



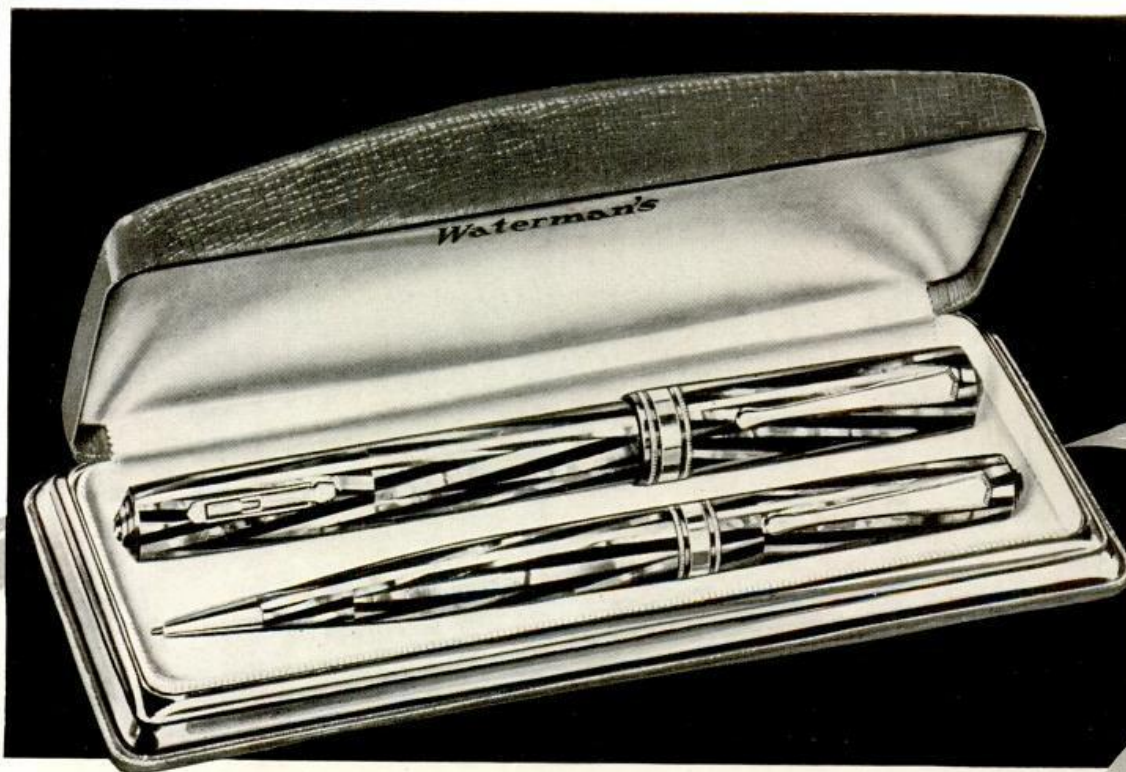
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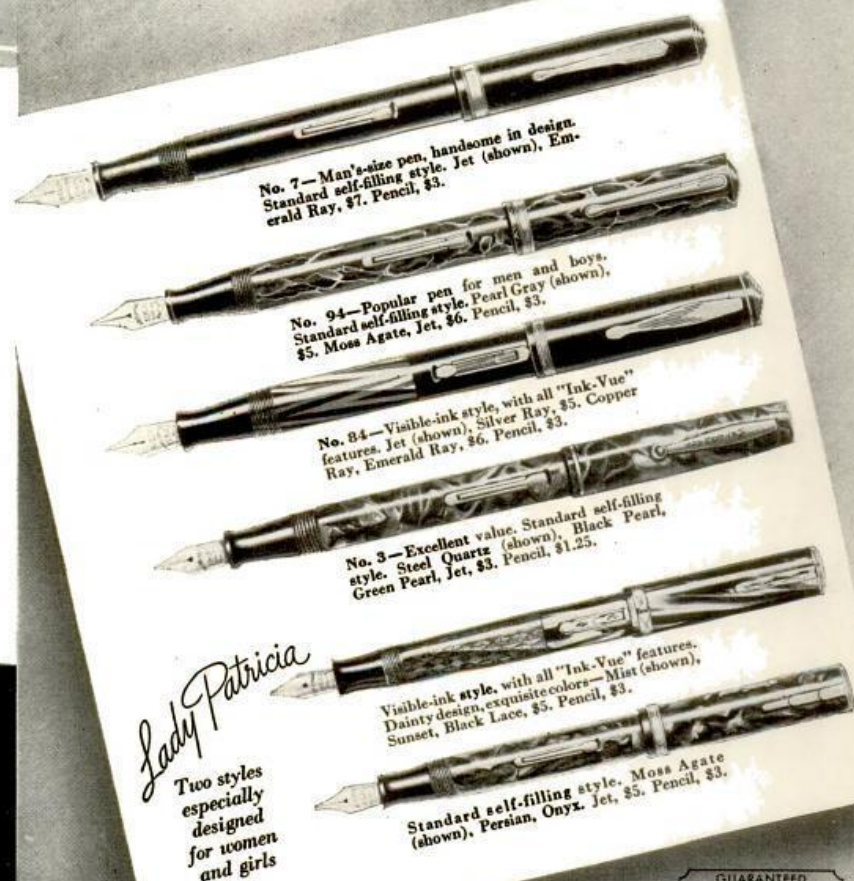
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## NEW PLYMOUTH

IS COMPLETELY INSULATED—Steel Roof, Sides, Doors and Floor—to keep OUTSIDE Noises OUT! Body Cushioned on Rubber—Safety Interiors—Biggest Plymouth Yet!



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New 1937 Plymouth De Luxe 4-Door Sedan, \$670 list\*

EVERY PART of the new Plymouth body is sound-proofed...with five kinds of insulation!

And talk about smooth riding! Huge AIRPLANE-TYPE shock-absorbers level out bumps. The body is pillowed on live rubber.

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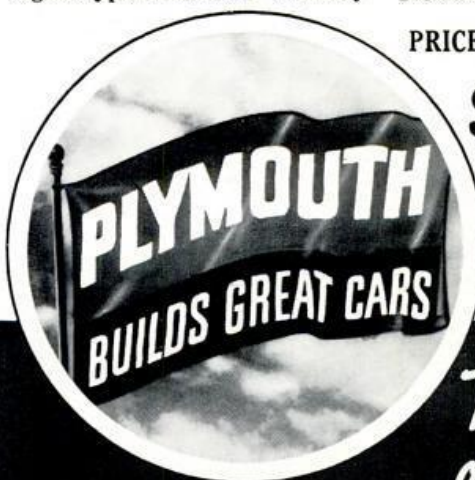
Tests show this BIG, ROOMY Plymouth...is also the most economical...saves you more.

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# PLYMOUTH



# *SPEAKING OF PICTURES . .*



"CIRCUS EMOTIONS"



"TRIPLETS"



"OLYMPIC LEAP"



"HIGH FLYER"



"DROUGHT"



## THIS IS A PRESS

### PHOTOGRAPHERS' SHOW

ALL but one picture on these pages are about to be exhibited at the second annual show (Dec. 4 to 15) of the New York Press Photographers' Association at Rockefeller Center, Manhattan. Each cameraman was invited to submit what he considered his best prints of the year. Until the show has been judged and prizes awarded, the names of the contestants are being withheld. Hence in judging the pictures in advance of the judges, the Editors of LIFE can tell you nothing about the photographers, something about the photographs.

*Circus Emotions* catches the moment when the trapeze artist, having purposely missed her partner's hands, hurtles toward the ground—only to be caught safely by a thin wire tied around her ankle. (The white-haired gentleman is Giovanni Martinelli, opera star.) *Triplets* are professional models snapped feeding the pigeons in Central Park. (The average hardboiled press photographer has a secret fondness for childhood charm shots.) *Olympic Leap* is Edward Gordon who did not jump far enough to make the Olympic team. *Drought* is straight country ham. It was taken by a photographer assigned to cover Governor Landon and told to get some drought scenes on the side. The house (right) is being blown up to make way for a boardwalk in New York's Pelham Bay Park. *Follow the Ball* was taken by a cameraman at the World Series through a telephoto lens which he was supposed to be using to catch runners sliding to second base. (Instead he caught President Roosevelt, family and friends looking up, not at the house above but at a foul ball going into the stands.)

The only photograph on these pages which does not appear in the show is *High Flyer*. It was taken by Photographer Joe de Narie of San Francisco who considers it among his best works. The subject is Florence Cubitt, of the nudist Cubitt family which exhibited itself at the San Diego Exposition. Miss Cubitt took a plane to New York after notifying newspapers that she would land stark naked first at Chicago, later at Newark. Airline stewardesses and alert policemen kept Nudist Cubitt from keeping her promise. Joe de Narie's photograph shows the best she could do under the circumstances.

Not all the pictures in the Press Photographers' Show have been printed. Some were rejected by finicky editors; others were never shown to them. Virtually every news cameraman in the country has tucked away at least one unpublished photograph which he thinks is about the best thing he ever did. To him and his kind the Editors of LIFE extend an invitation to submit all such pictures. If the photographs are as good as the photographers think they are, LIFE will sponsor their press debut, pay professional prices for them.

This invitation is not to be confused with the one made last week by the Editors of LIFE and hereby renewed: Let anyone who has taken a good literate photograph of a good interesting subject submit it to LIFE for possible use on a Photograph-to-the-Editor page.



"FOLLOW THE BALL"





**“ROLLED”** George Powell went to Chicago from Kentucky to attend a carbonated beverages convention. Out to see the town, he was attacked in a South Side alley, stripped. In court for being undressed in public, he explained that, in the vernacular, he had been “rolled.” A pair of overalls went with his release.



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THE FRONT COVER IS A PHOTOGRAPH OF SKIING TAKEN BY DR. PAUL WOLFF

EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell.

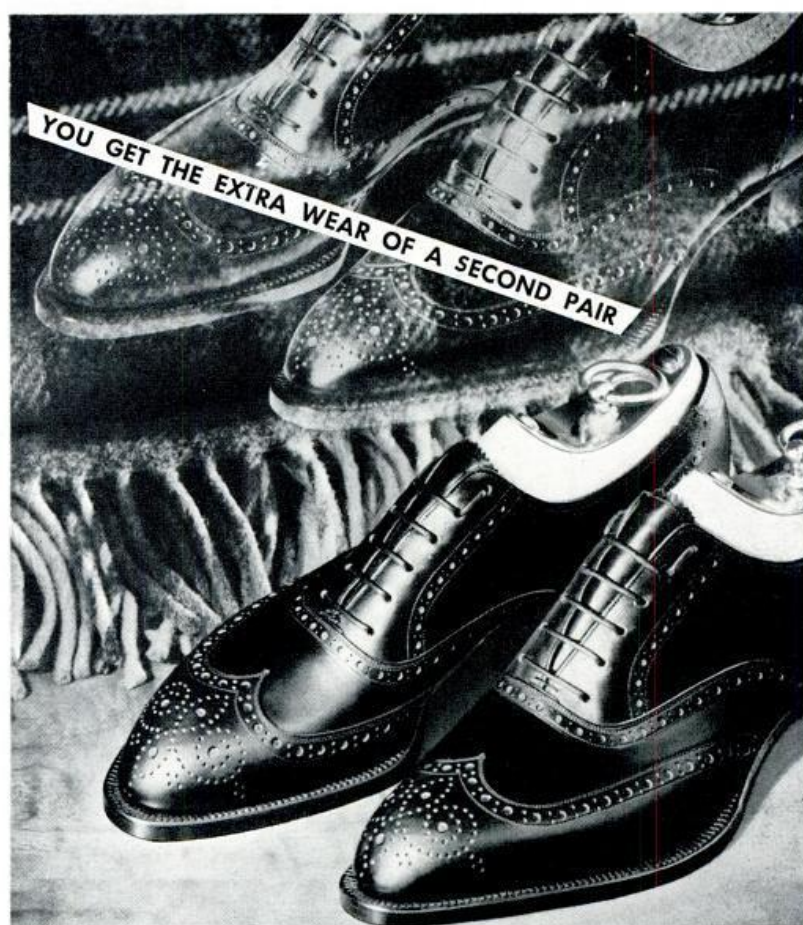
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## *A Florsheim Shoe Never Knows When It's Through!*

WHERE an average shoe puts a period to its service, a Florsheim Shoe puts a comma! . . . because it's got the kind of materials and craftsmanship in it that respond to the call for added life . . . back of its first pair service the extra wear of a second pair stands ready to carry on . . . and because they have found it the longest-wearing fine shoe in the world, men have made Florsheim the largest fine shoe business . . . it's only natural that the extra wear of a second pair should have an extra hold on their affections! *Style illustrated above, The REGENT, S-554, in black Russia calf; S-555, in brown.*

*\$8.75 AND \$10*  
**THE  
FLORSHEIM  
SHOE**

*The Florsheim Shoe Company • Manufacturers • Chicago*



# SOME READER OPINIONS

**L**AST week LIFE printed a few early comments on its first issue. Since then, so many voluntary letters and telegrams have come in—a few unfavorable, the majority enthusiastic—that LIFE prints on these two pages a cross section of reader opinion as LIFE begins.

Exceeds my greatest expectations by a considerable margin . . . a "natural" if I ever saw one—both for the reader and for the advertiser!

Sherman K. Ellis, President, Fletcher & Ellis, Inc.

Hearty congratulations on the new magazine. I started to read it when I got home last night and did not lay it down until I had reached the final page. I am sure it is a crash hit.

Martin Egan, J. P. Morgan & Co.

Many, many congratulations on your new magazine. I think it's outstanding.

Henry Dreyfuss, Industrial Designer

It fits in exactly with everything I like and I am convinced that it will enjoy tremendous success.

Comtesse Andre de Fels

Well, the "infant" is here and what a whopper for 10c . . . How can you do it?

E. D. Collins, Withersfield, Conn.

I think LIFE is the best deck of pictures I have ever seen.

Ely Culbertson

LIFE is interesting, entertaining, instructing—superb—exquisite.

Edward F. Flynn, Director Public Relations,  
Great Northern Railway

This morning I bought LIFE, and have twice looked through it from cover to cover. If my impressions are shared by other readers, then I can say, without flattery, that your latest venture will command universal and enthusiastic public approval; you are confronted with a difficult task if future issues are to show improvement over the first.

Bernard F. Gimbel, President, Gimbel Brothers

It is a compliment to the reader that an editorial staff, for so moderate a price, has taken such pains in the preparation of a magazine.

Simon S. Gittleman, General Counsel,  
Hoyt Brothers, Inc.

LIFE arrived today. It's a "wow," or should I say, colossal, stupendous and extraordinary. I shall enjoy LIFE from now on.

Sadie Goldstein

Subscribers who keep their copies will have as the years go by an interesting photographic record such as has never been offered before.

Its success is assured.

Anne Sadler, President,  
American Women's Banking Association

I have just finished reading LIFE from cover to cover and I congratulate you on a swell job of picture editing for an intelligent audience and I predict a great future for your new Child.

Gardner Cowles, Publisher,  
Des Moines Register & Tribune

Congratulations on the first issue of LIFE received yesterday. It's great!

How about a column or two of "best amateur news photos of the week" to correspond to TIME's "Letters"?

Warren A. Hall

Now that I have seen the first issue, I must have all the rest, so here is my check for \$3.50 in payment for a year's subscription.

G. T. Hodges, Executive Board, New York Sun

Very frequently I have had a book, picture, play, or magazine very highly recommended to me and have almost always been disappointed. Such was not the case with LIFE.

Dudley B. Hollister, General Electric Company

If you are as successful in getting as good pictures for future issues as for number one, I think it should be a first class seller.

Alfred L. Aiken, Vice-Pres.,  
New York Life Insurance Co.

Everyone likes pictures and the pictures of LIFE are the tops.

Stewart B. Iglehart

Very interesting.

Arthur Krock, The New York Times

An outstanding job in the publishing field. It is bound to go places in a hurry.

H. Leach Laney

Preview of the first issue of LIFE reveals an unmistakable plus value for ten cents that is sure to click. Time marches on.

C. M. Lemperly, Publicity Director,  
Sherwin Williams Co.

"Unbelievable" is the exclamation of everyone to whom I showed the first issue of "LIFE." Congratulations! The whole set-up from the first to the last page is a great step forward in magazine publishing. In my work here I see an amazing amount of magazines from all parts of the world and not one of them could touch "LIFE" in quality, interest and price.

Baron Van Lockhorst



# AS

# LIFE BEGINS

LIFE will prove there is a new editorial technique—pictorial journalism—a process of telling a story with a picture or with a series of pictures and a minimum of text. —LIFE is perfectly named. Here is life set forth in a way that cannot be matched.

—LIFE will revolutionize rotogravure editing, provide the imagination which has been steadily lacking, by giving the rotogravure editors something to imitate.

—LIFE will color newspaper and magazine editing for editors will drop in photographic features the ideas for which have been cribbed from LIFE.

—LIFE will color advertising by pointing up the potency of telling a story with photographs.

—I will not miss a single issue of LIFE.

Vaughn Flannery, Art Director, Young & Rubicam

It is simply grand—so fascinating I just had to sit right down and read it from cover to cover the minute it arrived.

Edna McClure, Merchandise Counsellor,  
L. Bamberger & Co.

... With LIFE, I believe that you have pioneered a new publication that is destined to take its place among the foremost magazines in the world... It is distinctive... it is refreshing... interesting and stimulating... I anticipate many moments of pleasant relaxation with LIFE.

Lawrence J. Michelson, Vice-President,  
Simons-Michelson Company

It's a superb piece of work and since I suppose you expect to keep it up week after week it's all the more impressive... I can't imagine missing the next issue or any issue.

Jeannette Moser, Advertising Manager, Stern Brothers

Permit me to join in the chorus of acclamation on LIFE.

Wayne Randall, Director of Publicity  
National Broadcasting Co.

Particularly hearty congratulations for the handsome and readable appearance of the new magazine.

J. Carlisle Peet, President, Ladd & Nichols

I am greatly impressed with the originality shown throughout.

Frederick B. Rentschler, Chairman,  
United Aircraft Corporation

LIFE almost makes still pictures move and talk.

Ginger Rogers

It is the most difficult thing in the world, when I am in places where I am not known, for me to resist the temptation to buy the cheap illustrated papers. What a satisfaction it will be to have the opportunity to see glorious pictures in a magazine of which you are not ashamed—and to have it available no matter where you are!

John A. Stevenson, Executive Vice-President,  
The Penn Mutual Life Insurance Company

It's extraordinary at the price! Bourke-White Fort Peck story excellent first feature. Would like to see more timely news features in succeeding issues.

Edward Steichen

LIFE begins with a rush. A Swell Job.

Stuart Sherman, Vice-President, The Pepsodent Co.

You have far exceeded my expectations, even though I expected a lot.

Ernest V. Alley, Richardson, Alley & Richards

LIFE appears to have caught the tempo of our times.

S. Davis Wilson, Mayor of Philadelphia

It is everything I had expected it would be.

S. Youngheart, Vice-President,  
Cecil, Warwick & Cecil

LIFE fills a great gap in pictorial publications. It is something that the public needs and has been waiting for for many years.

Irving Broun, Chief Executive,  
Fred F. French Companies

All the members of my family enjoyed it... I predict a big future for this magazine.

Stanwood A. Morrill, President,  
Sun Advertising Company

I consider it excellently put together, with a great diversity of miscellaneous interests in its contents. The pictorial tabloid news style you are adapting is very much in tune with the times.

Percy Orthwein, Vice-President,  
D'Arcy Advertising Co.

I think it complies with Mr. Kipling's dictum of the requisite for good story telling, namely: "Tell them stories of things they know about where their knowledge may supplement your ignorance; and tell them about things they cannot know of so that your knowledge may enlighten their ignorance."

Benjamin Rush, President,  
Insurance Co. of North America

If you can keep up the standard of the first issue, you are on your way. And I have confidence that your organization will do just that.

George W. Cecil, Vice President, N. W. Ayer & Son

I don't see how anybody could afford to be without it.

William W. Hawkins, Chairman,  
Scripps-Howard Newspapers

## PUBLISHED BY TIME INCORPORATED





*You've got to know when to let go!*

**EVEN** the hottest advertising idea eventually begins to cool off.

An agency—to give its clients the most productive advertising—must have the facilities and judgment to

detect when an idea has seen its best days, the courage to abandon it though it still has part of its effectiveness, and the ingenuity to replace it with a fresh and equally good idea.

*Young & Rubicam, Inc. ADVERTISING*

NEW YORK • CHICAGO • DETROIT  
HOLLYWOOD • MONTREAL • TORONTO



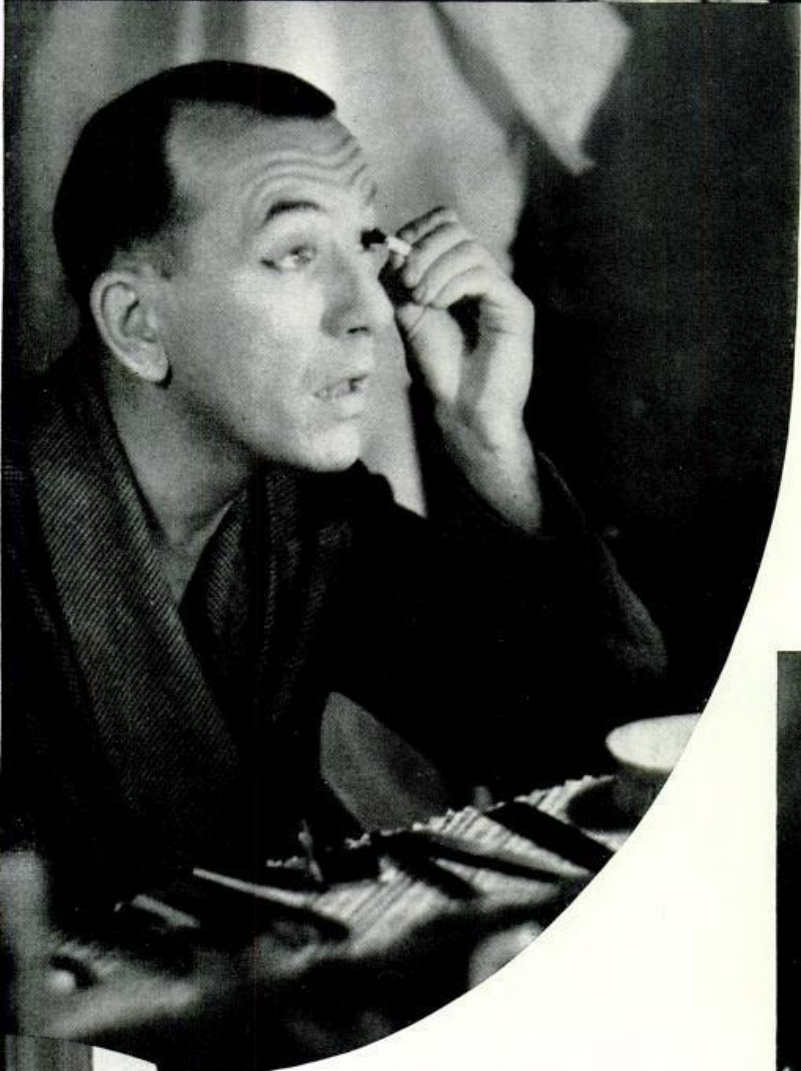


## NOEL COWARD BRIGHTENS BROADWAY WITH NINE NEW PLAYS

A Broadway theatrical season, sick from shortage of good plays, perked up smartly on Nov. 24 when Noel Coward, cleverest of international showmen, arrived in New York with *Tonight at 8:30*. This work is composed of three sets of three short plays filling three evenings. For it Mr. Coward supplies

all words and music and, with Gertrude Lawrence, acts nine widely different roles. Above, as a cockney comedy team in *Red Peppers*, the First Englishman of the British Stage and Miss Lawrence strip down onstage where any theatregoer may see them. Their backstage changes are witnessed only by friends.





Noel Coward's three roles a night require three makeups a night. The brow that conceived these parts is slightly bald, requires darkening with a grease pencil (*above, right*) before it can properly act them. Hands must match face makeup, eyebrows touched up (*above, left*). In one of her nine roles, Miss Lawrence, whose bare back is internationally celebrated (*directly above*), makes three costume shifts.







## NOEL COWARD: WORLD'S RICHEST ACTOR

**I**N the past ten years British Noel Coward has made \$5,000,000 from show business, most of it in the U. S. To a degree unequalled by any other English-speaking dramatist, he has acquired the knack of pleasing Manhattan's Broadway as well as London's West End. To become the world's richest actor-playwright at 36, Coward has had to write, compose, direct and produce for himself 23 plays and musical comedies since 1920. He has also hit the cinema from time to time for fees like the \$200,000 Fox Film Corp. paid for the film rights to his *Cavalcade*.

Not born but brought up in the theatre, Coward was sent by his poor but ambitious mother to a dramatic school whose mistress recalls: "Little Noel was a clever boy, but I never regarded him as normal, even in those days." At the age of 12, little Noel's budding sense of showmanship was sufficiently marked to place him opposite little Gertrude Lawrence in a school production. Since then he has gone on to give his name to a whole era of sophisticated showmanship. His *Private Lives* and *Design for Living*, characterized by marital mix-ups, have taken

their place in the history of 20th Century manners as well as of the stage. His bright dialogue is still highly fashionable with fashionable first nighters but the abnormal conditions which he reported so acutely have become less and less exciting as they have become more and more known at large. Sensitive to the times, Noel Coward in *Tonight at 8:30* has turned toward sentiment and romance, and given playgoers three gracious evenings in the theatre.

Most nights in Actor Coward's dressing room backstage at *Tonight at 8:30* are like the first night, when Herbert Marshall (*above, left*) arrives to offer enthusiastic congratulations. A generous and popular stage personality, Coward in his dressing room is also sought out by non-professional ladies in silver fox and diamond chokers. Visitors will not leave until shooed out by the host (*right*).

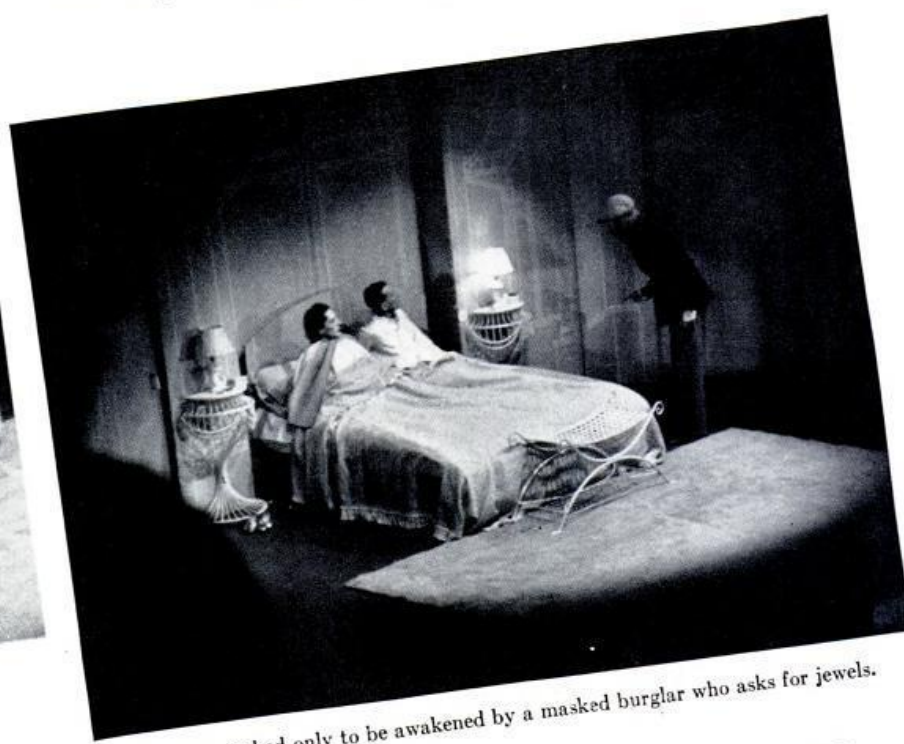




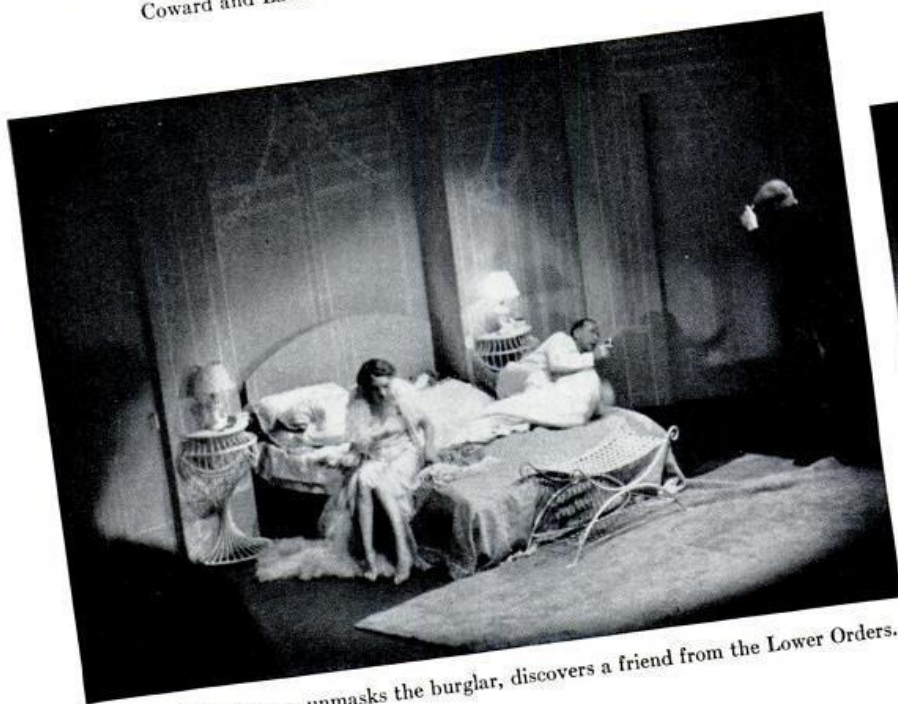
NOEL COWARD'S "WAYS AND MEANS": scenes from his seventh play in series of nine



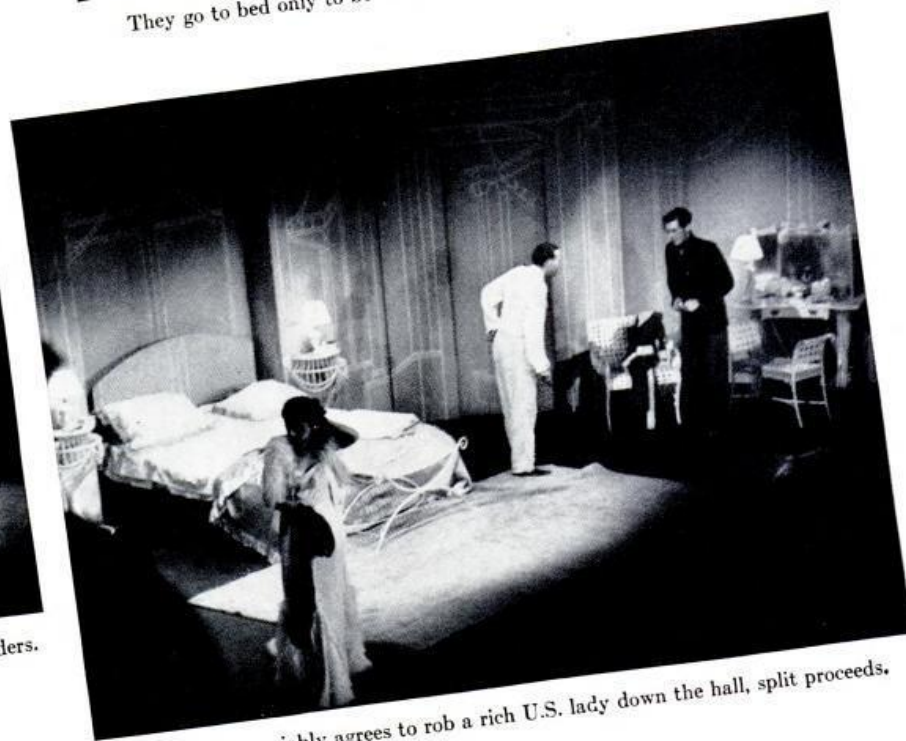
Coward and Lawrence, as the bankrupt Cartwrights, playfully bear-fight.



They go to bed only to be awakened by a masked burglar who asks for jewels.



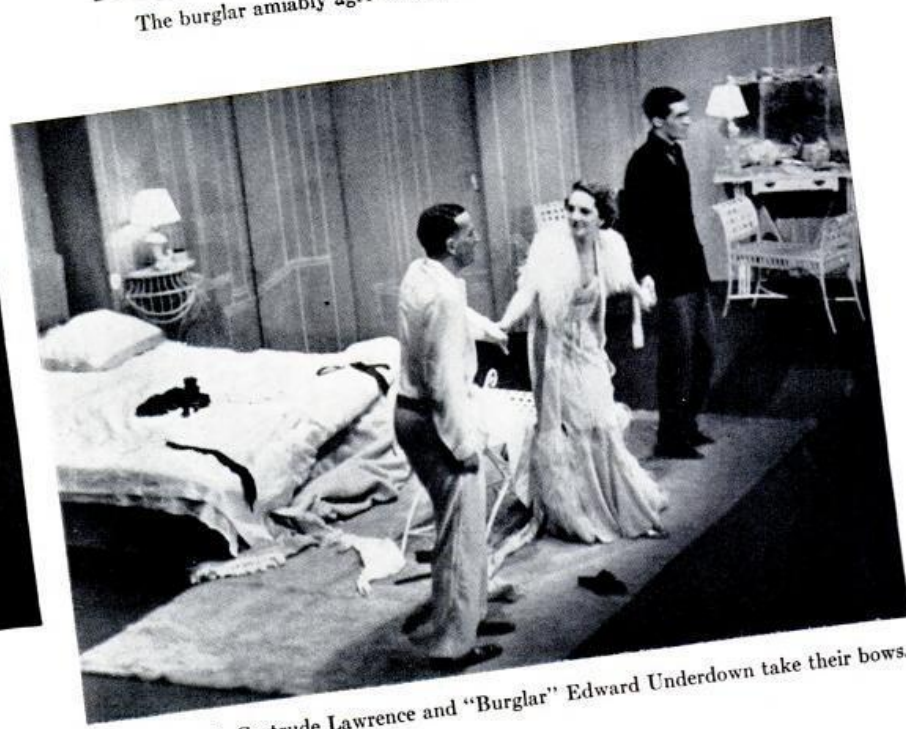
Cartwright disarms, unmasks the burglar, discovers a friend from the Lower Orders.



The burglar amiably agrees to rob a rich U.S. lady down the hall, split proceeds.



Again flush, the conniving Cartwrights are bound to still suspicion.



Noel Coward, Gertrude Lawrence and "Burglar" Edward Underdown take their bows.





"The Astonished Heart"



"Red Peppers"



"Still Life"

## THREE TRIPLES IN THREE NIGHTS

**B**ROADWAY is a square Manhattan mile containing 70 theatres. Of the 13 Broadway shows worth the price of admission, six were a year old, one (*Three Men On A Horse*) was two, one (*Tobacco Road*) was three, one (Gielgud's *Hamlet*) four centuries, when *Tonight at 8:30* arrived with three old-fashioned "triple bills" that brought welcome new blood to the theatrical season. The nine plays of the Coward cycle skip in time, place and emotion from a ludicrous burglary at a Cote d'Azur houseparty (*Ways and Means*—see opposite page) to suicide in a London psychiatrist's office (*The Astonished Heart*), from a ribald Saturday night on an English provincial stage (*Red Peppers*) to a middle-aged lovers' parting in a station bar (*Still Life*). Also included is moonlit musical comedy romance in Samola (*We Were Dancing*). New York critics found *Tonight at 8:30* a series of "personal vehicles," preferred the funny pieces to the unfunny. Most practical assay of the production's merit: speculators bought up 408 of the show's 508 orchestra seats for the next three months.



"We Were Dancing"





At 40 m.p.h. an all-steel train of the Chicago, North Shore & Milwaukee Railroad sped down a city elevated track about 6 p.m. on Nov. 24. Ahead of it, sharing the same track but going only 5 m.p.h., was a train of elevated

cars owned by the Chicago Rapid Transit Co. The railroad motorman saw two red lights, jammed on his brakes. Sparks flying, the first steel car crashed into the last wooden rear car of the elevated train, plowed almost

through to the second car. Passengers were squashed, decapitated, spilled to the street. Rescuers counted the dead at ten, the injured at 70; Raymond H. Bartlett (above), advertising manager, escaped with a broken leg.



### Red Ambassador



In Washington Joseph E. Davies, new U. S. Ambassador to Russia, hugs and kisses his wife. Democrat Davies, a former chairman of the Federal Trade Commission, is one of the nation's top corporation lawyers.

### Onion Queen



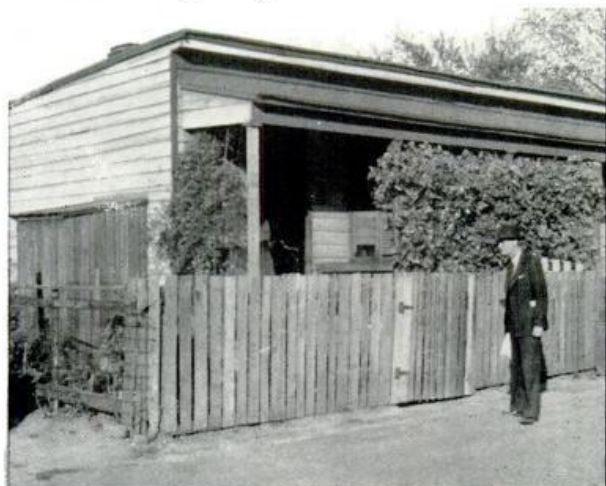
In Greeley, Colorado's Governor Edwin Carl Johnson plants a kiss on the cheek of the "Colorado Onion Queen of 1936." She is Valora Volk, 15, a high school girl, who was appointed Onion Queen by a local seed dealer.

### Golf Champion



In Pinehurst, N. C., Mrs. Densmore Shute rewards her husband for winning the National Professional Golf Championship. Flawless putting enabled Golfer Shute to beat the long-driving Jimmy Thomson 3 and 2 to play.

### In Richmond, Virginia



Father Divine's mother is what Mrs. Eliza Mayfield (center) claims to be. When reporters went to her rickety little house (above) they found an old Negro woman with big gold earrings. Of Harlem's famed little preacher who calls



himself "God," Eliza Mayfield said: "Yassuh, I'se his mother. He claims he drap from Heaven. But I know better." Her son, she said, was born Frederick Edwards near Hendersonville, N. C., once had a wife and five



children whom he deserted. Asked who his father was, Mrs. Mayfield cackled: "Lawd, chile, that been so long ago I done fergit." In Harlem, Preacher Divine shook his fist, cried: "You know God has no Mother."



## At Sea, off Trinidad



President Roosevelt on Nov. 21, paused in his trip to the Inter-American Peace Conference at Buenos Aires long enough to leave the *Indianapolis* at Trinidad, climb into a motorized whale boat, speed out of the harbor to try his

luck at fishing. Beside him on the after thwart were his personal physician, Captain Ross T. McIntyre (holding rod) and Col. Edwin M. Watson, his military aide. They fished for three hours, chugged back to the cruiser with-



out a catch. In the picture above the crestfallen President, ensconced in his special cabin, tells the sad news to correspondents who for once are allowed to leave the convoying cruiser *Chester* and come aboard the *Indianapolis*.

## In Cleveland: The Van Sweringens' Monument

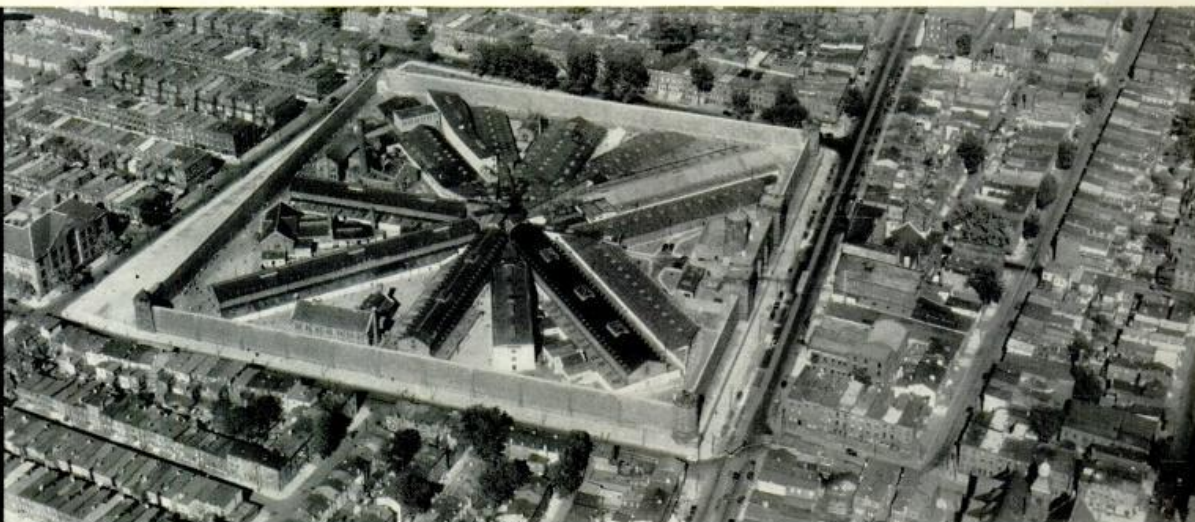


Cleveland's Terminal Tower and its sister buildings make a \$40,000,000 monument to the Brothers Van Sweringen.



In a Private Railroad Car in Hoboken, N. J., Oris Paxton Van Sweringen, last of the two Bachelor Brothers of Railroading, died of a heart attack Nov. 23. Control of the Van Sweringen empire now passes to the two men above: George A. Ball (top), President of the Ball fruit-jar company at Muncie, Ind., and George A. Tomlinson, head of a Great Lakes freight fleet. These are the Good Samaritans who came to the rescue when Depression had strapped the Brothers in 1935. Now they inherit not only Van Sweringen railroads but the Hotel Cleveland (1), Terminal Tower (2), Midland Bank (3), Builders Exchange (4), Medical Arts Building (5), and Higbee Department Store (6).





Pennsylvania's Governor George Earle has often looked down from his autogiro on the grim, spoked square of Eastern State Penitentiary (*right*), wondered how it looked from the bottom up. On Nov. 25 he found out.

Dressed in a guard's jacket, the burly Governor crawled through a maze of hot tunnels to see where prisoners recently tried to escape to the city sewer system (*left*). He peered into dark punishment cells, talked to prisoners,

complained of the bad ventilation, found the prison food good, but the prison coffee bad. His recommendation: Let Eastern's 1,800 prisoners be moved elsewhere, the 107-year-old penitentiary abandoned.

## In Seattle



The President's son-in-law, John Boettiger (*above with his wife*), was hired by William Randolph Hearst as publisher of the *Seattle Post-Intelligencer*, whose striking employees have won most of their demands and are ready to resume work. Mr. Hearst employs the President's son Elliott in his radio chain.

## In Cincinnati



Tiger quadruplets, born at the city zoo, could not get enough nourishment from their mother. They were given to a police dog named "Queenie" who mothered them so jealously along with her own puppy (*under her right foreleg*) that zookeepers had to muzzle her in order to approach. One cub died but the other three increased their weight from one to two pounds each.

## Siamese Severed



Filipinos Simplicio and Lucio Godina, the only set of adult male Siamese twins, were joined at the hips by a band of muscle and fiber eight inches in diameter. On Nov. 24, in York Hospital, Lucio (*smiling*) died of rheumatic fever

and Simplicio felt "a very strange feeling." Forty-five minutes later Surgeon Hippolyte Marcus Wertheim (*center*) sliced through the connecting band, freed Simplicio from his dead brother. Flat on his face in bed but reported in



"favorable condition," scared, lonely Simplicio was visited by his wife Victorina (*right in picture above*) and her sister Natividad, Lucio's widow. When he recovers, Simplicio's first task will be to learn to walk alone.



## Hollywood Sweethearts



The most photographed woman of her time, Mary Pickford, had to wait until she was 43 to have a perfect portrait made of her left hand. She and Buddy Rogers are celebrating

their engagement with a family party. While Mary shakes hands with her niece Gwynne, Buddy clings to Mrs. F. E. Benson, a Pickford cousin. Buddy's mother sits behind them.

## In Tampa, Florida



The American Federation of Labor, holding its annual convention, took time off for a formal dance on Davis Island in Hillsborough Bay. The frolic began at



9 o'clock, lasted until well after midnight. The picture at the left shows William A. Calvin, vice president of the Boiler Makers' Union, with Mrs. V. R. Tomp-



kins, wife of the president of the Eastern Press Exchange. In the center picture Frank Morrison, 77-year old secretary of the A. F. of L., is dancing with his wife. Old Mr. Morrison did not miss a dance. One delegate, however, preferred beer. He is husky Ray England (above), business agent of the Kansas City local of the Hod Carriers' Union.



## FIRST LADY IN MILWAUKEE

**W**HEN Mrs. Roosevelt recently spent two days and one night in Milwaukee, the alert *Milwaukee Journal* covered her visit with a candid camera, published the galaxy of shots shown at right in its Sunday (Nov. 22) rotogravure section. The *Journal's* caption: "These candid photographs reveal in part the many-sided nature of one of the most remarkable women in the public eye." Bright and early at 8 a.m., the First Lady stepped off the train from Minneapolis, was greeted by Clubwoman Lutie Stearns and a delegation of newspapermen. Shrilled the former to the latter: "I told your editors not to send anybody to the train. Mrs. Roosevelt is too tired to be photographed or interviewed." "Not at all," said the President's wife. Welcomed by Milwaukee's Socialist Mayor Hoan and by John Cudahy, Ambassador to Poland, she was whisked in the Cudahy car to the Cudahy Tower, swank apartment hotel. There, reporters noted a darn in her stocking, heard her say, "I personally don't believe in censoring anything." Lunching privately, she later met many a leading local lady, visited NYA and WPA handicraft projects, drove along Lake Michigan which she later described in her syndicated column as "one of the loveliest things I have seen in any city," dined with the Cudahys at the Milwaukee Club. Later she lectured on world arbitration: "For Heaven's sake let's do something about it." Interviewed by a high-school girl, she pooh-poohed the Communist menace, said that Milwaukee State Teachers College, reputedly pinko, couldn't be so bad since President Frank Baker had just held the songbook for her when all sang "America." Next morning Mrs. Roosevelt inspected the Greendale resettlement project, raised an eyebrow at coal bins and laundry tubs in the same basement room. Delegations, another WPA project, a manicure and shampoo, a tea with female reporters took up her afternoon. At 6:30 p.m. a troop of deaf Girl Scouts watched her tip station red caps \$1 apiece, entrain for Kansas City. *Milwaukee Journal* Photographer Robert Dumke painstakingly snapped and Picture Editor E. K. Thompson skillfully assembled and published the photomontage herewith reprinted.











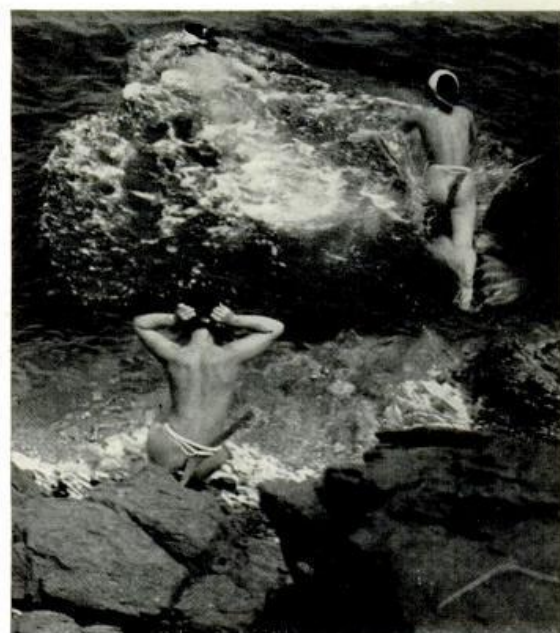
**Overboard** goes this agile young Japanese woman to gather oysters from which culture pearls will be extracted to supply the booming American market. The more she dives, the better she thinks are her chances of catching a husband.

## PEARLS FOR THE NEW AMERICAN NECKLINE

**T**HE young women on these two pages are working for Japan's culture pearl industry. Their job is to collect from the ocean bottom, oysters in each of which a tiny mother-of-pearl bead is inserted between the shells. In a few years the bead has irritated the oyster sufficiently to produce a pearl. Although they probably do not know it yet, these diving girls are now in the midst of a culture pearl boom. American fashion has decreed dresses with a high neckline. This creates a severe effect. To soften that severity, American women are now as never before wearing strings of pearls—mostly culture pearls because only the very rich can afford Nature's unaided product. Consequently the pearl business in America—and in Japan—is enjoying real prosperity for the first time since 1929. A string of culture pearls can be bought for \$10, and the 1936 vogue is for double and triple strands. To supply this new demand, the pearl cultivators of Japan are urging on to more and deeper dives, the girls who operate their oyster beds. These young workers who wear nothing but a loin cloth, a head bandeau and goggles, are glad to exert themselves since they want to make enough money, at one yen (29c) per day, to get married and out of pearl diving.



**This cork tub** holds the culture pearl oysters these Japanese girls bring up after a 40-foot dive to the bottom. A strong rope ties each diver to each floating tub.



**For fun** all Japan is rapidly becoming a nation of great swimmers. But these are working girls seeking oysters.

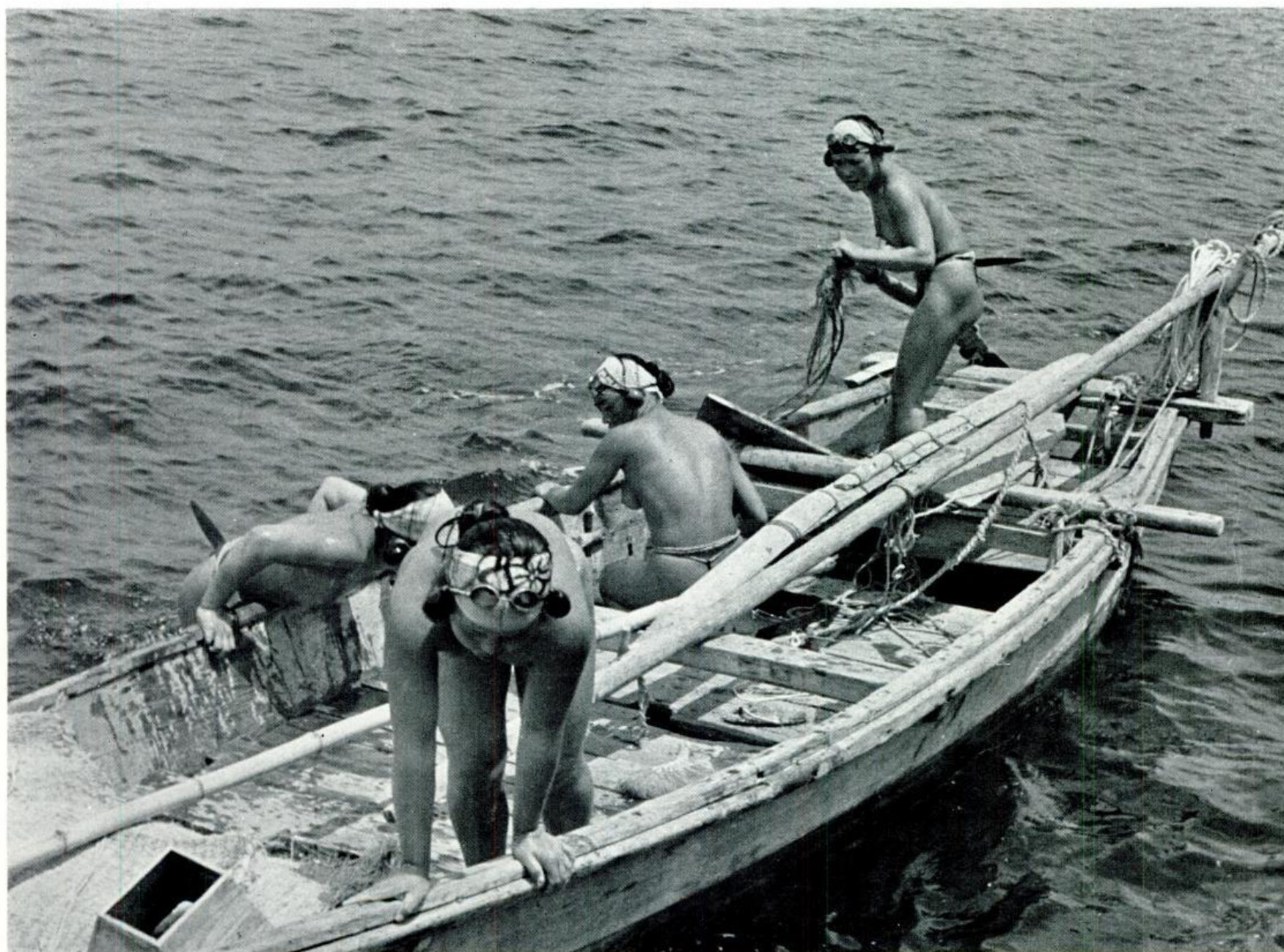




**Young and playful** are Japan's pearl-diving women. Their goal is to make enough money to get married and retire forever. But many a poor wife returns to this work to help feed her growing family.



**Each girl** carefully adjusts her goggles before going overboard to the oyster beds which are in the twilight gloom 40 ft. below the surface.



**Fine physical specimens**, these pearl divers must keep themselves in good training to stay under water a minute. They are paid one yen (29c) a day, which is high as Jap-

anese wages go. They spend about four hours a day in and under the water. It takes up to seven years for an oyster to produce a pearl from a nacre bead.





## LONDON BELOW

If you were an enemy bombing pilot, with London as your target, this is what you would see from your cockpit 15 minutes after leaving the Continent. Eight thousand feet below, the Thames sweeps eastward to the sea through Blackwall, London's vast dock and warehouse district. Here you would circle slowly, spilling bombs on the looped banks of Bow Creek and the East India Dock basins (*center foreground*). Those bombs, if well aimed,

would destroy the eggs, butter, mutton, fruit and grain upon which England subsists. To defend this vital "icebox" and the rest of the Realm, Britain is making the most significant news in Europe with her \$1,500,000,000 program of rearmament, most of it in the air. Not till Edward VIII's air fleet (3,500 planes) equals or surpasses the combined air fleets of Adolf Hitler and Benito Mussolini (7,200 planes) will Englishmen feel safe.



# HITLER ON HIGH

**N**O stranger career has been recorded in modern history than that of Adolf Hitler, a dictator deified by 65,000,000 Germans and now being hailed by the Fatherland's press as the "revivalist" who will "awake all Europe" and save the world from Communism. It began with an awkward, shrinking boy in an Austrian border village. A dreamer, he failed at school, hated the hard-drinking petty customs official who was his father, tied himself to his mother's apron strings. Upon her death he moved to Vienna, and living in a flop house, painted picture postcards. His small earnings he spent on newspapers and pastry; his spare time, in arguing politics with derisive down-and-outers. The War tossed him into a Bavarian regiment running dispatches, safe from front line fighting. After the Armistice he became an "educational officer"—actually a sort of spy—for the Bavarian military.

One night during a debate on Pan-Germanism in a Munich beer hall, Adolf Hitler stumbled upon his supreme talent: the power of words. Speech poured out of him like water from an open hydrant; men listened and were moved. Simultaneously he met up with a tiny German labor party with 60 members. Adolf Hitler became Committee Member No. 7, preached something he called national socialism, began to collect a ragtag-and-bobtail following. Thirteen years later he had completed his mad scramble to the pinnacle of German power. In three years more he had outlawed the Jews, jailed the Reds, stamped his enemies underground, torn up treaties, and converted Germany into one gigantic military garrison. Today, more than any other man alive, Adolf Hitler is the fulcrum on which peace or war for Europe teeters.



## Faces of der Fuehrer



RABBLE-ROUSER



MUSIC-LOVER



CHARMER



HIGH HAT



THINKER



DOG-LOVER



# BIOGRAPHY OF A DICTATOR: ADOLF HITLER...



**1 BIRTHPLACE.** The house in which Adolf Hitler was born April 20, 1889 in the Upper Austrian border town of Braunau is now a cheap, pink-plastered inn.



**2 FATHER.** Alois Schicklgruber, Hitler's stern father, became a Hitler only when he was legitimized at the age of 40.



**3 MOTHER.** Blonde Klara Poelzl first met Alois Schicklgruber when she was a servant to his first wife. Later she married him, bore him Adolf and two other children.



**4 FALSE.** The *Chicago Tribune* in 1933 published this picture as Adolf Hitler, aged one year. The German consulate indignantly insisted that the photo was a fake.



**5 GENUINE.** The consulate then sent out to the American press this picture as the first authentic portrait of Adolf Hitler.



**9 TYRO.** Devaluation of the German mark raised Hitler's stock. He made potent friends. During 1923 his brown-shirted storm troops tramped Munich streets, shouting execrations at Jews. Tight-lipped, the budding Fuehrer (*left*) watched them, Jew-baiter Julius Streicher, an early convert, at his side.



**10 SHRINE.** The portico before which 16 Nazis died in Hitler's abortive 1923 revolt is now a party shrine. Munich housewives give it the Fascist salute.



**11 TREASON.** At the first shot against his little Nazi army, Hitler threw himself on the ground so hard that he sprained his arm. Brought to trial for treason before a Munich court (*above*) he compared himself to Bismarck, Mussolini, and Ataturk. He was sentenced to five years at Landsberg fortress.



**15 JEW.** These four Nazi hearties got it into their muddled heads that Methodist Frank Winfield Woolworth, who started the 5 & 10c store chain, was a Jew. So they blockaded the door of his Berlin Koenigstrasse branch, bellowed out Hitler's Jewish boycott: "Germans, beware! Don't buy from Jews!"



**16 RIDICULE.** First big electoral victory for Hitler came in the fall of 1930, when the Nazis rolled up 6,500,000 votes. As 107 Nazi deputies in brown shirts, swastika arm bands, and tan riding breeches filed defiantly to their Reichstag seats (*above*), the non-Nazi majority burst into roars of mocking laughter.



**17 REJECTED.** Nazis began to urge Hitler as Chancellor on aged President Paul von Hindenburg. But the old general received Hitler coldly.



... from his birth in 1889 to his deification in 1933.



**6 SCHOOL.** When Adolf was 7, his family moved to the Upper Austrian village of Leonding, where the surly boy (*top row, extreme right*) went to public school. He was an indifferent pupil, excelled only in history and drawing. From his bearded teacher (*front and center*) he derived his Pan-Germanic fervor.



**7 CORPORAL.** In Munich at the outbreak of the War, Hitler volunteered for the Bavarian army, became a corporal (*right*). His comrades considered him glum, his courier's job a sinecure.



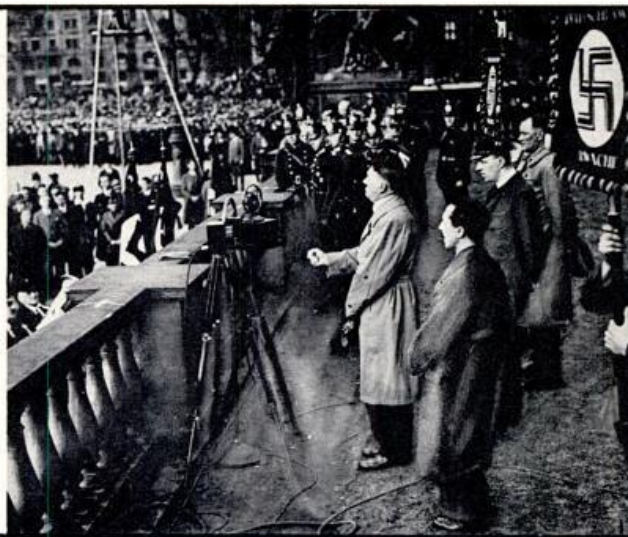
**8 NAZI.** After the War Hitler—a spy for the Bavarian army—developed into a beer table orator. As Committee Member No. 7 of the minute German Workers' Party, he converted it (Feb. 24, 1920) in the beer hall corner (*above*) into the National Socialist German Workers' Party.



**12 PRISONER.** During his nine months in Landsberg, Hitler wrote *Mein Kampf* (*My Battle*), a 500,000 word tract which has sold 3,000,000 copies.



**13 ARMY.** Released from prison, Hitler, with Pederast Ernst Roehm as lieutenant, recruited his private storm troops everywhere, had them secretly drilled with guns in outlying woods (*above*).



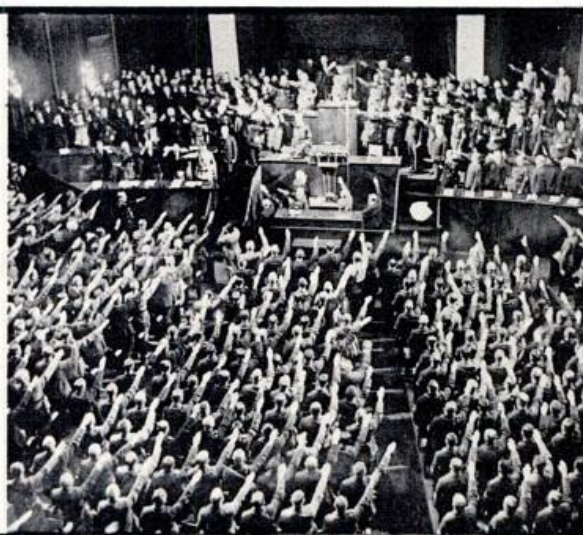
**14 WORDS.** Adolf Hitler soon spoke as often as eleven times a day. Before the microphone he was a man transfixed. An accomplished demagogue—a word he admires—he promised socialism to workers, land to farmers, tax cuts to property owners, anti-Communism to the wealthy.



**18 ACCEPTED.** Wily Franz von Papen succeeded in bringing Hindenburg and Hitler together. Appointed Chancellor Jan. 30, 1933, Hitler's first act was to dissolve the Reichstag, call a new election. Then the Nazi terror struck.



**19 FIRE.** When the Reichstag mysteriously burned before the election Hitler accused the Reds, arrested and hounded them unmercifully.



**20 HEIL!** An overwhelmingly Nazi Reichstag proclaimed Hitler (*in light uniform on left*) dictator of Germany. After President von Hindenburg died in 1934, he combined Presidency and Chancellorship, but preferred the mystical, man-of-destiny title: *Der Fuehrer*.







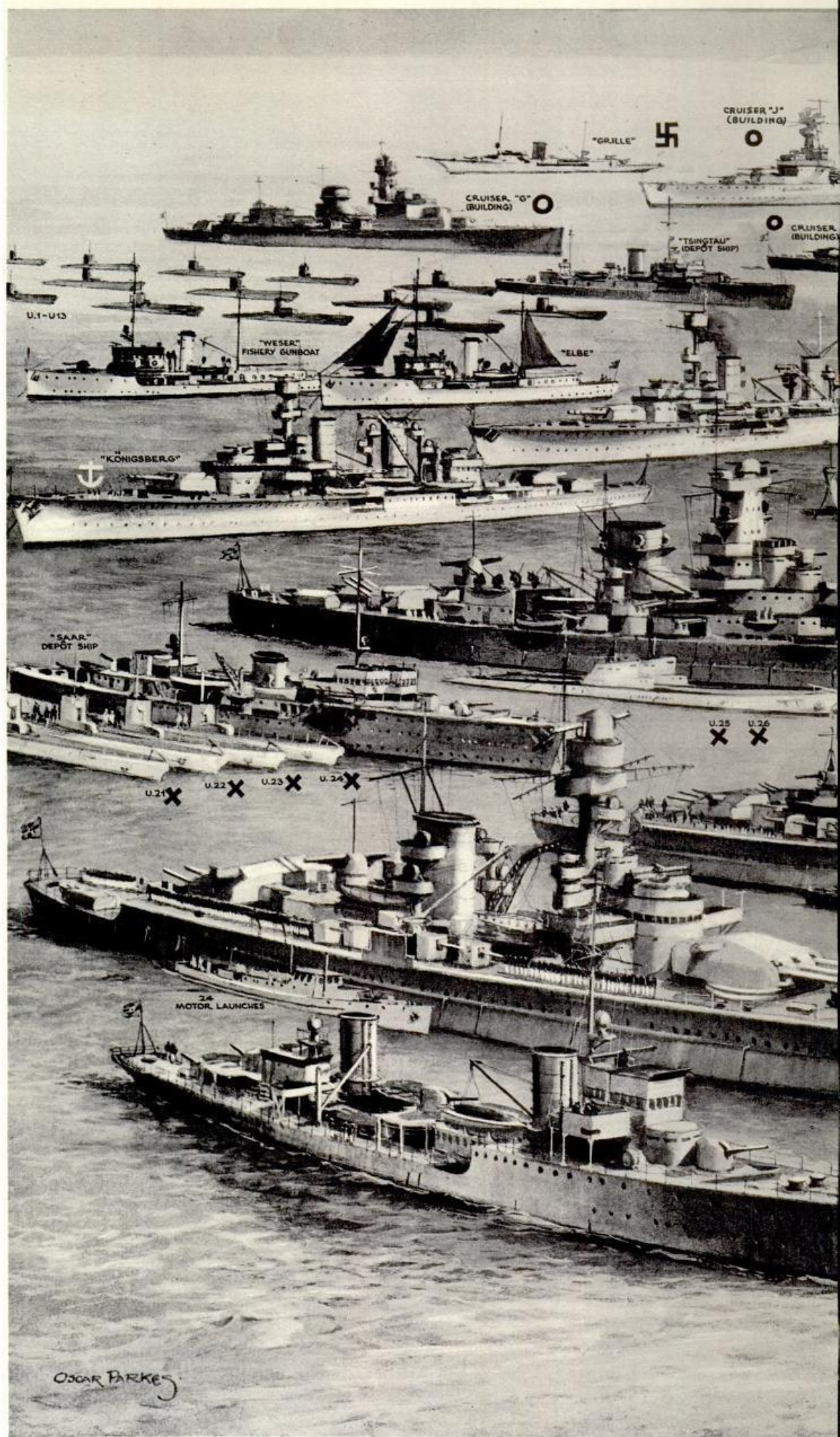
ADMIRAL ERICH RAEDER, 60, is grand admiral of the German Navy, with full Cabinet rank. He was once navigation officer on the imperial yacht *Hohenzollern*, is a veteran of Jutland. More than any other officer, the Admiral is responsible for the "pocket battleships."

## ADOLF HITLER'S NAVY

**P**ERHAPS the rashest act of Kaiser Wilhelm II, an act which foredoomed the fall of the German Empire, was to start building a navy which directly challenged that of his British uncle King Edward VII. Today King Edward VIII and his ministers know that if they are attacked by Nazis it will be by air, and significantly England regards the German Navy of 1936 not as a howitzer trained on London, but as a machine gun aimed at Leningrad.

The famous little "Pocket Battleships" (10,000 tons) now dominate the new German Navy which in turn already dominates the Baltic Sea. German strategy for war on Russia is for a combined military advance across the Baltic States and naval thrust to take Leningrad. With that much accomplished, the Nazis envision no such drive on Moscow as worsted Napoleon, but a firm consolidation in German hands of the whole Baltic basin, Russian and otherwise. Dictator Stalin's answer to that Nazi Navy: rush work day and night in all Soviet aircraft factories, elaborate mining of Communist waters and construction as rapidly as possible of Soviet submarines.

The Versailles Treaty limited Germany's naval tonnage to not more than 100,000; individual fighting ships to 10,000 tons. Last year, with the consent of the British Government which expected the worst anyway, Adolf Hitler ruptured this treaty clause. Signed between London and Berlin was a naval treaty whereby Germany was permitted to build a fighting fleet 35% as large as that of Britain—and Britain in turn is building as fast as she can, without limit. At the very least this means for the Nazis a navy of 400,000 tons by 1940, and they now have 110,000 tons in the water, plus 130,000 tons building in German yards.



PORTRAIT OF GERMANY'S SEA FORCES

Shown on these pages are German warships of every type now afloat or building. Not shown because they are not yet off their German designers' drawing boards are the two latest and largest Capital Ships of 35,000 tons each, which Adolf Hitler has decreed. When these are commissioned, the German Navy will exceed 300,000 tons.







# ADOLF HITLER'S LOST COLONIES



## Young Germans study “a robbery and a theft”

**T**HESE young Nazis are studying Germany's lost colonies. In the Stuttgart Institute for Germanism Abroad they crouch over a gigantic floor map of the world on which is charted the 1,760,000 square miles of colonial empire the Reich surrendered under the Versailles Treaty. A trained Nazi lecturer explains that "Germany without colonies is merely a torso", points out the four lost African dominions of Togoland, Camaroon, Southwest Africa, and Tanganyika. The little figures, he tells them, represent, according to color, 200 to 50,000 outland Germans each.



Overhead a chart lists Germans the world over, down to the smallest trader in the remotest Pacific archipelago. The boys are given a leaflet distributed by Gen. Franz von Epp, Governor of Bavaria, one-time head of the Nazi Colonial League, in which English, French, Belgian and Japanese mandates over former German areas are condemned as "a robbery and a theft." Some of these youngsters may later be sent to Adolf Hitler's school for training colonial officers to rule a colonial empire still to be regained.



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*Condensed* to give you *Double* value



You want the best food for your family and for yourself. At today's prices, the best quality and your pocket-book may not agree on everything. But they will when it comes to good home-quality soups—Campbell's Soups.

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I add one can of water  
 To Campbell's as you see  
 Which gives me twice as much of  
 The soup that's good for me.

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CHOREOGRAPHER LÉONIDE MASSINE PERFORMS IN HIS OWN "BEAUTIFUL DANUBE"



# RUSSIAN BALLET

**S**HOWN in action here are two bright stars of the Monte Carlo Ballet Russe, which ended its fourth annual New York run Nov. 8 and began a 24-week tour of 73 U. S. and Canadian cities. An 8-car special transports the costumes, scenery and personnel. Formed in 1930, following the death of Serge Diaghilev, originator of the Ballet Russe, and financed by the Princess of Monaco, the Company now creditably carries on the Diaghilev tradition. When it made its

U. S. debut in 1933, it played to half-empty houses. Since then Americans have learned to like ballet. Last year Col. Vassily de Basil's troupe grossed \$1,000,000 in its U. S. tour. Within the next few weeks, thousands of ballet enthusiasts will again have seen and enjoyed the exquisite performances of many of Diaghilev's old-time associates, including Léonide Massine, *maitre de ballet* (opposite page), and Alexandra Danilova, a principal ballerina (below).



ALEXANDRA DANILOVA DOES A STREET DANCE IN MASSINE'S "BEAUTIFUL DANUBE"

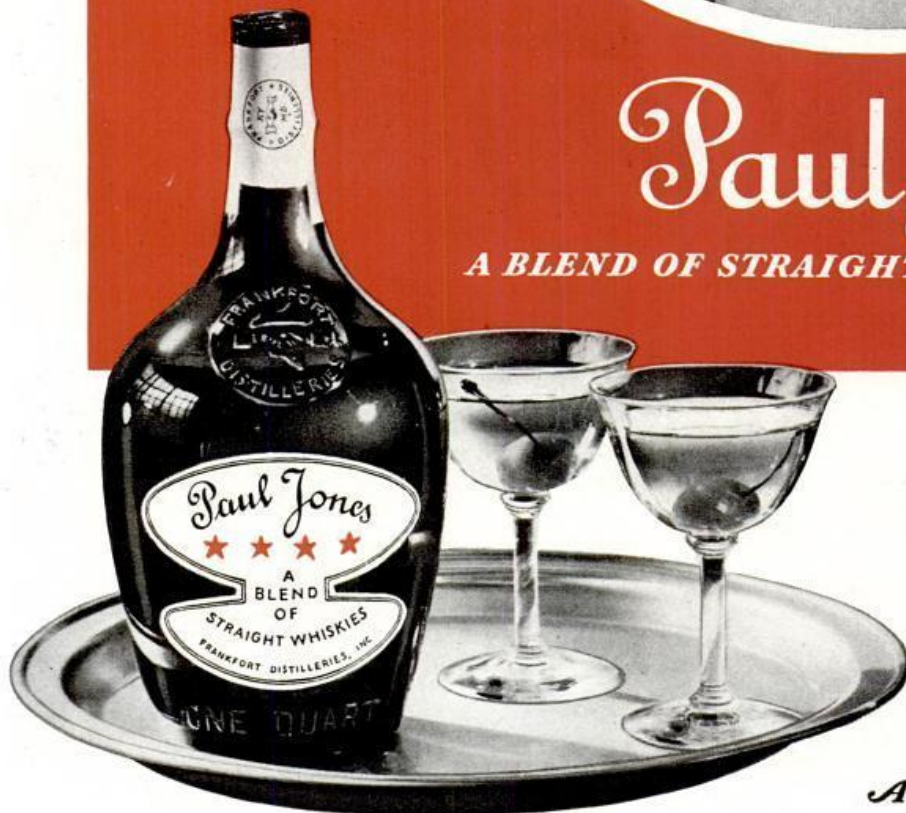


*PRIDE... in producing only  
the best whiskey*



*Paul Jones*

*A BLEND OF STRAIGHT WHISKIES - 92 PROOF*



*PAUL JONES*, for over 70 years, has been made slowly...distilled in the costly old-fashioned American way...with steadfast fidelity to time-honored American whiskey traditions.

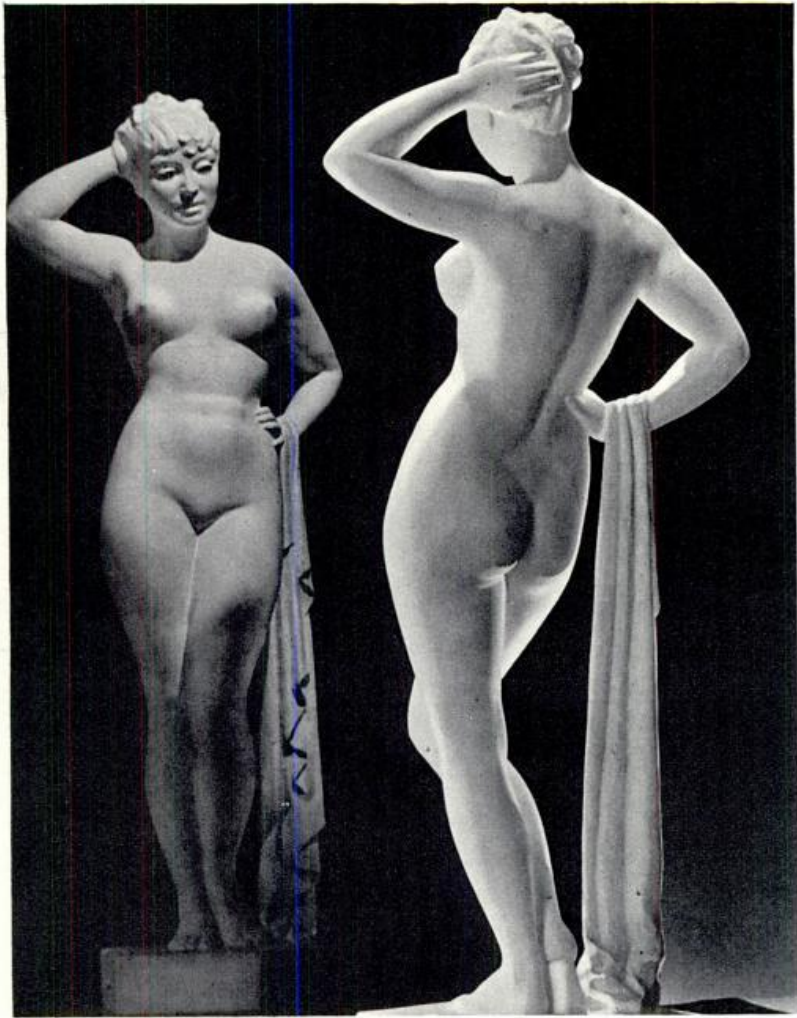
What's more, Paul Jones is *all* whiskey—American, every drop—and you'd search the wide world over to match its gloriously rich, hearty flavor!

Frankfort Distilleries, Incorporated, Louisville & Baltimore, makers of Four Roses (94 proof), Old Oscar Pepper (90 proof), Mattingly & Moore (90 proof)—all blends of straight whiskies.

*A GENTLEMAN'S WHISKEY SINCE 1865*



## WEST & NAPOLEON



Mae West commissioned Sculptress Gladys Lewis Bush of Hollywood to do this white-marble statue of herself. It now stands in the actress' living room. Napoleon Bonaparte once ordered from the great Canova a statue of himself. Embarrassed when it turned out like this, Napoleon hid it away in a dark corner of the Louvre. After Waterloo, the Duke of Wellington carted it off to his London mansion where it still adorns the entrance hall.

## DING speaks:



"Watching The Des Moines Sunday Register from those anxious nursing bottle days in 1906, when, as the new staff cartoonist, I made my first cartoon for it, to 1936 and a circulation of more than 300,000, has been as startling a sensation for me as hatching a full grown ostrich would be to a little bantam hen.

"The answer is that by making the best newspaper possible in a prosperous and intelligent state like Iowa there is almost no limit to the growth. 300,000 Grade A families reading a Grade A newspaper is pie for Grade A advertisers—no wonder it pulls."

J. N. Darling, world famous cartoonist.

Advertisement







The Duke of Norfolk leaves Norfolk House for a Privy Council coronation meeting at St. James's Palace. In this house, on St. James Square, London, George III was born.



## Norfolk

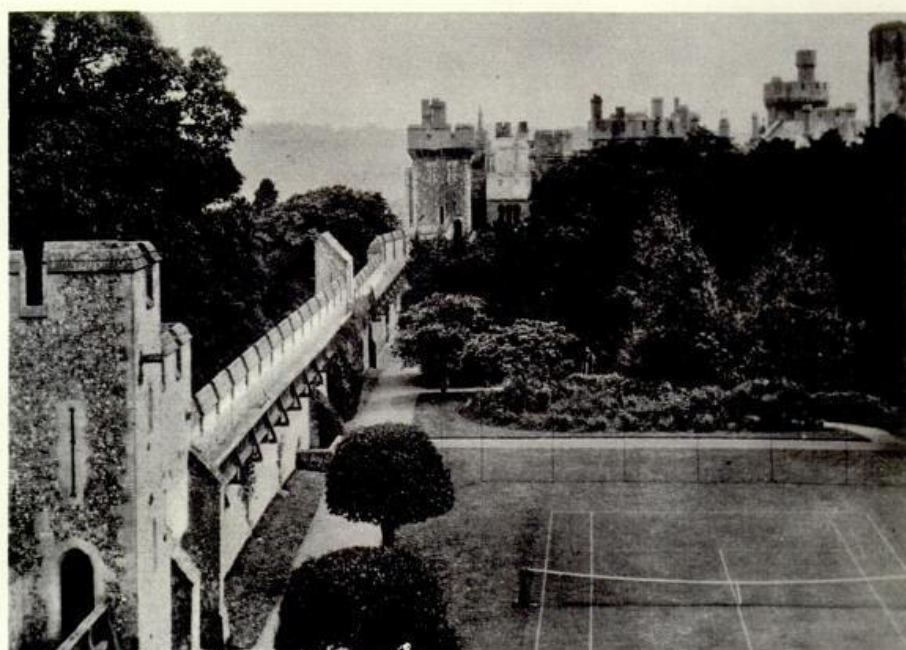
**B**usiest young man in England for the next five months will be blond, horsy Bernard Marmaduke Fitzalan-Howard, 16th Duke of Norfolk and 27th Earl of Arundel. Of a noble lineage dating back to the days of Saxon King Edgar, this 28-year-old Roman Catholic ranks as Premier Peer of the Realm. As such, he is hereditary Earl Marshal of England, on whom devolves, at a yearly salary of \$100, the duty of supervising the coronation ceremonies of Britain's Kings. Hence, installed in an office at No. 8 Buckingham Gate, a stone's throw from the Palace, the Duke is issuing orders on what peers and peeresses shall wear, how they shall stand, and what they shall do in Westminster Abbey on May 12, when Edward of Windsor becomes King-Emperor. Despite a \$50,000,000 fortune, Bernard Norfolk is no longer England's most eligible bachelor. On Nov. 23 his engagement to the Hon. Lavinia Mary Strutt, only daughter of Baron Belper and the Countess Roseberry, was announced.



Uniformed as the Earl Marshal of England, the Duke of Norfolk, a pious Catholic, put on a mourning band, supervised the Protestant funeral of George V last January.

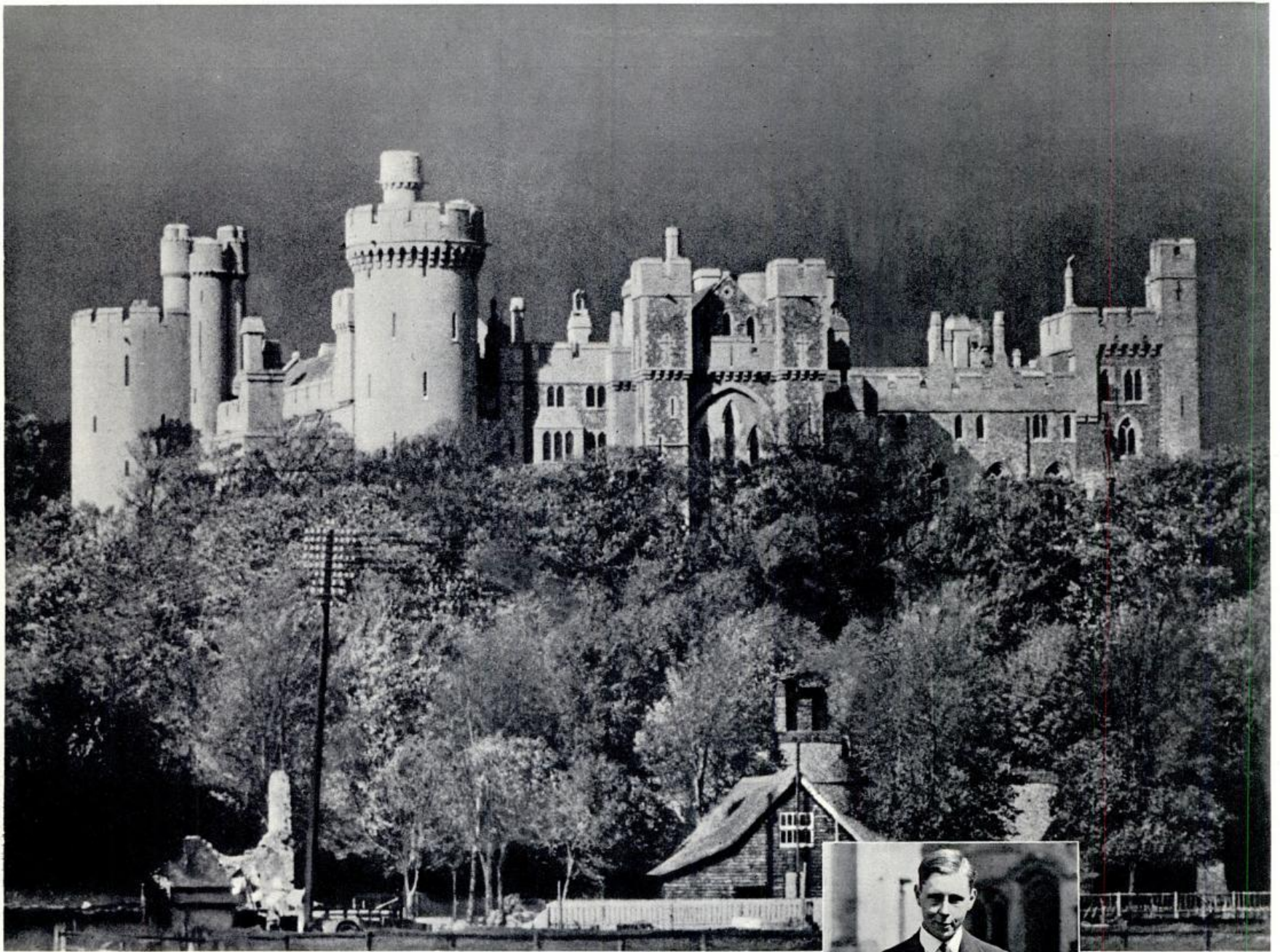


Norfolk's fiancée is a descendant of Jedediah Strutt (1726) who made a fortune from a ribbed stocking machine.



Bernard Norfolk is England's greatest land owner. Twelve hundred of his 50,000 acres surround Arundel Castle. Inside its 7-ft. walls is the Duke's tennis court, his private gardens.





Before William the Conqueror invaded England, Arundel Castle, even larger than it looks in this picture, was a stout Sussex fortress, between Brighton and

Portsmouth. Among its treasures is a gold-plate service. It weighs a ton, is worth \$200,000. Arundel castle was recently offered for rent at \$40,000 a year.



By paying a shilling on certain days you may see Arundel Castle's great hall with its carved furniture and its oaken minstrel gallery. Electric bulbs are hung over the tapestries.



The Premier Peer of the Realm fancies race horses, breeds terriers.



# "NEWEST NEW CARS



Above, at left:

**NEW LENGTH, NEW WIDTH, NEW ROOMINESS!**



**NEW ALL-STEEL BODIES!**

NEVER has the word "new" meant so much as in these two great new Oldsmobiles for 1937—acclaimed on every side as "the newest new cars of the year." The Six is smart, modern, distinctive. The Eight is distinguished for its size, luxury and beauty. Their new Unisteel Bodies by Fisher with Turret Top are bigger, wider and roomier. Their new engines combine greater power, more brilliant performance and increased economy. Their new, sturdier chassis are bigger, stronger and safer with all the latest fine-car features. If you want to know what's new in motor cars for 1937, see and drive these great new Oldsmobiles. In style, performance and features, nothing else can compare with them—and they are priced to set the pace in value!

# NEW 1937

**BIGGER**

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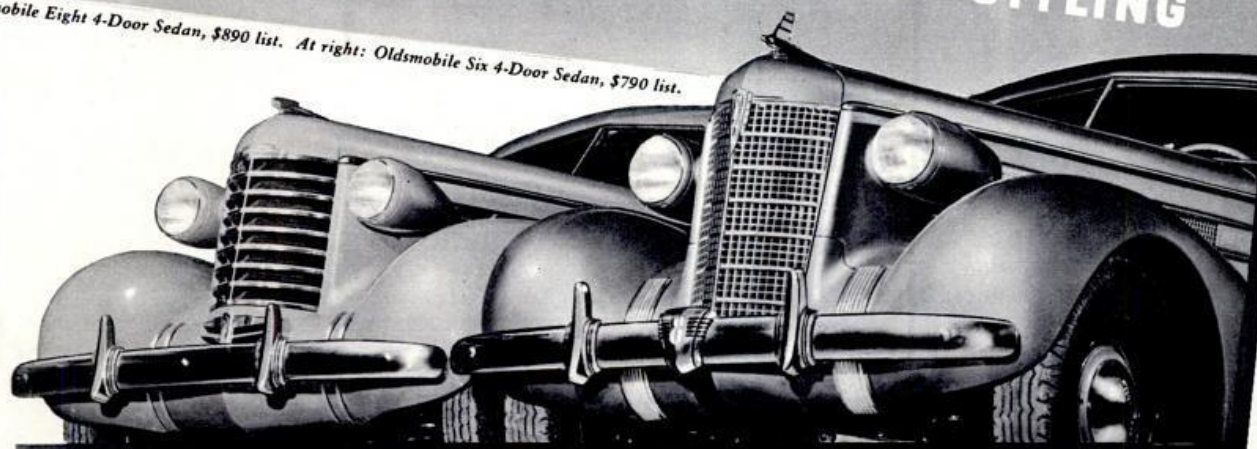


# OF THEM ALL!"



NEW AND DISTINCTLY DIFFERENT STYLING

Oldsmobile Eight 4-Door Sedan, \$890 list. At right: Oldsmobile Six 4-Door Sedan, \$790 list.



PRICED TO SET THE PAGE IN VALUE !

THE SIX \$ **685**      \$ **785** THE EIGHT

PRICES REDUCED on 4-door Sedan and Touring Sedan. Prices \$685 and up, list at Lansing. Special Accessory Groups Extra. Monthly payments to suit your purse. GENERAL MOTORS INSTALMENT PLAN

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## THE CARS THAT HAVE EVERYTHING FOR 1937

LONGER WHEELBASE	HEAVIER FRAMES
LARGER SIZE	BIGGER ENGINES
ROOMIER BODIES	HIGHER POWER
LOWER FLOORS	EXTRA SAFETY
STURDIER CHASSIS	GREATER ECONOMY

New Unisteel Bodies by Fisher with Turret Top  
 New Triple Sealed Super-Hydraulic Brakes  
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 New Dual Ride Stabilizers  
 Proved Knee-Action Wheels  
 Unobstructed Floors  
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AND FINER AND SAFER THAN EVER





## *Galli-Curci comes back*

**N**O audience ever wanted to applaud a singer more than did the Chicago audience which flocked to hear Amelita Galli-Curci make her operatic comeback in *La Bohème* on Nov. 24. In Chicago, at her American debut just 20 years before, Galli-Curci had so thrilled critics that they proclaimed her the world's greatest coloratura soprano. Also in Chicago in August, 1935, Galli-Curci sang to guide surgeons as they removed from her throat "her little potato" a six-ounce goitre which had made her great voice a poor ghost of itself. At her comeback the audience cheered for a full minute when she made her first entrance, gave her 17 curtain calls. Afterwards admirers swarmed backstage to congratulate her and a cheesemaker offered her \$2,500 for a radio appearance. The Chicago critics, however, were in all journalistic honesty compelled to report that Galli-Curci's great voice of 1916 had not come back with her in 1936. Said one: "It is sad, I suffer more than she." Said another: "Pathetic."



Galli-Curci made her American debut on her 27th birthday in 1916. On her 47th birthday, just before her operatic reappearance, she cut a cake in her Chicago hotel room.



Though most Italian singers get very fat with age, Galli-Curci never has to worry about her figure. She ate her birthday cake with real relish. She now weighs 120 lbs.





Galli-Curci's Chicago debut was made in the old Chicago Auditorium, her comeback in the big Civic Opera House (above) which Samuel Insull built in 1929.



Of Galli-Curci's performance in *La Bohème*, the orchestra conductor at the dress rehearsal exclaimed: "Wonderful!" But critics thought otherwise.

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EDITED AND FINGERED BY  
LOUIS OESTERLE

## Prélude

S. RACHMANINOFF. Op. 3, No. 2

**Piano**

**Lento**

**(Andante)**

**ff**

**ppp**

**mf**

**pp**



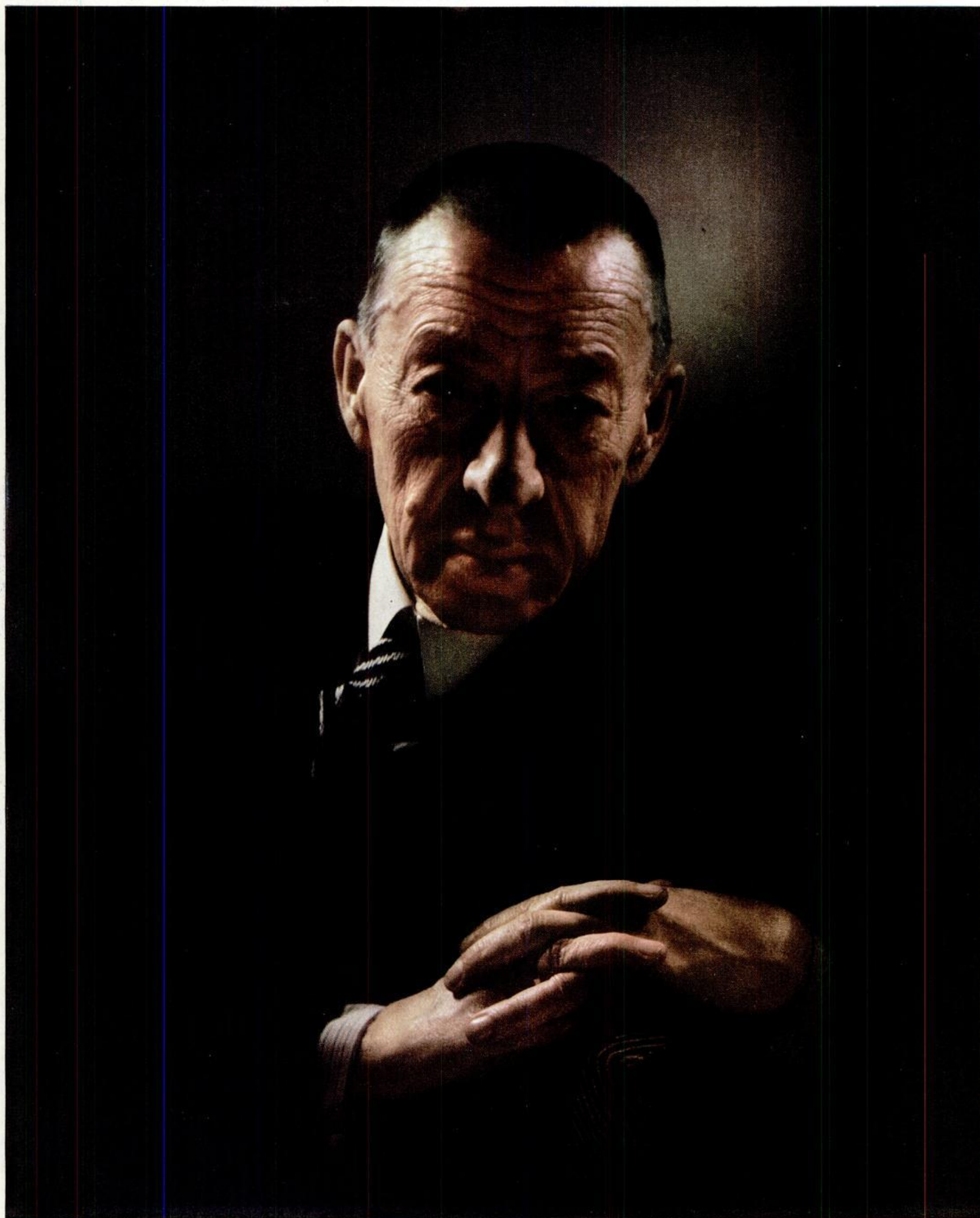
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## RACHMANINOFF

Polish Paderewski is better known, but many knowing concert goers now rank Russian Rachmaninoff above him as a virtuoso pianist second only to the incomparable Josef Hofmann. Unlike Hofmann, Rachmaninoff is a composer with an impressive list of works for piano and for orchestra. This November, Leopold Stokowski gave his new *Third Symphony* its world première. And this season, 63-year-old composer-conductor-pianist Rachmaninoff will forty-two times board a Pullman,

forty-two times descend to play some 400 pieces in forty-two U. S. cities. Rachmaninoff, a landowner in pre-revolutionary Russia where he was better known as a composer and conductor than as a pianist, lost his estates, and has lived for eighteen years in the U.S., earning his living with his steel-strong hands. At the end of almost every concert his hands must spread themselves for an encore of which he is heartily tired: his own famed *Prelude in C-Sharp Minor*, printed above.

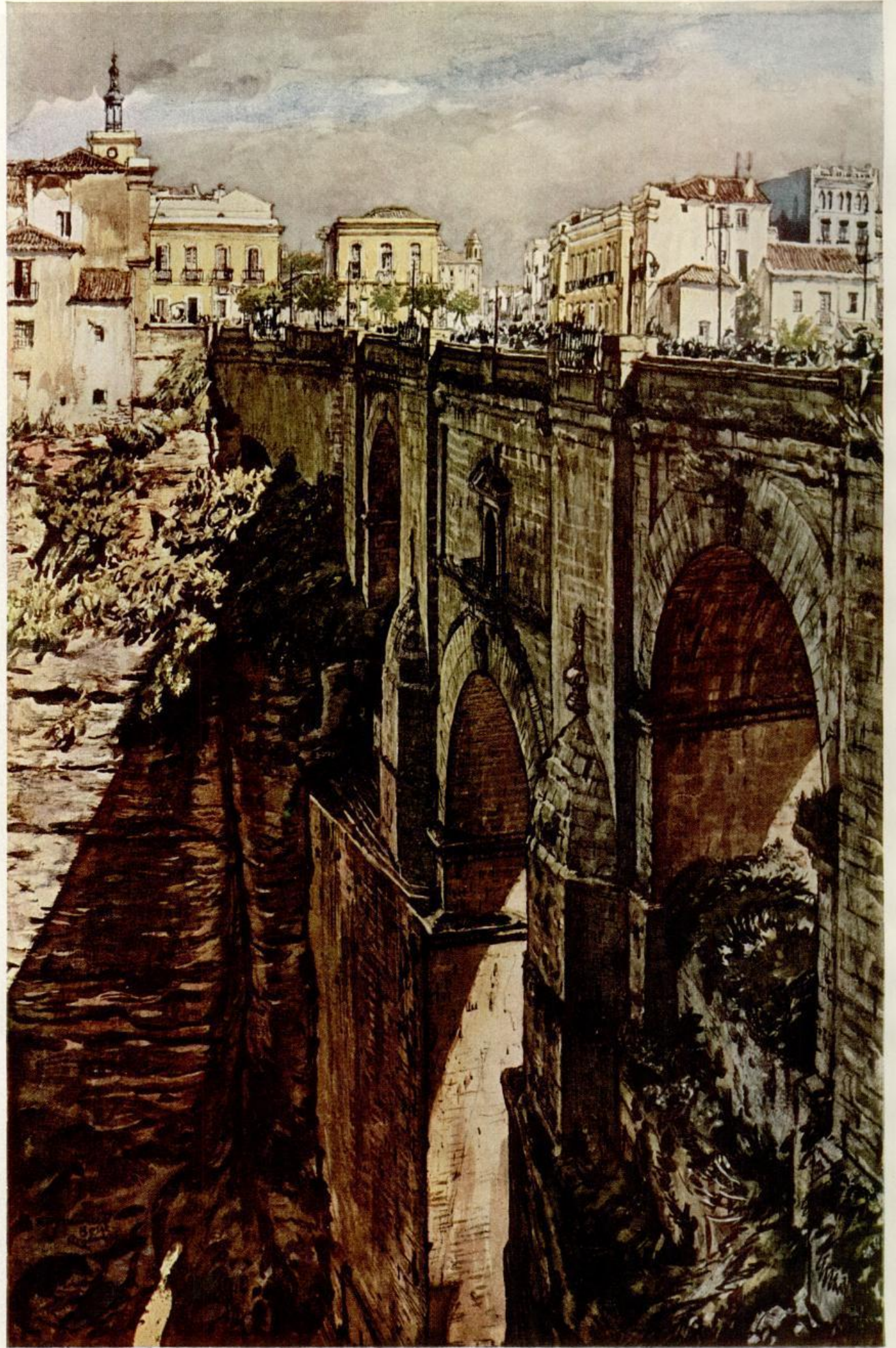




SERGEI RACHMANINOFF, Pianist and Composer.

A PORTRAIT BY EDWARD STEICHEN





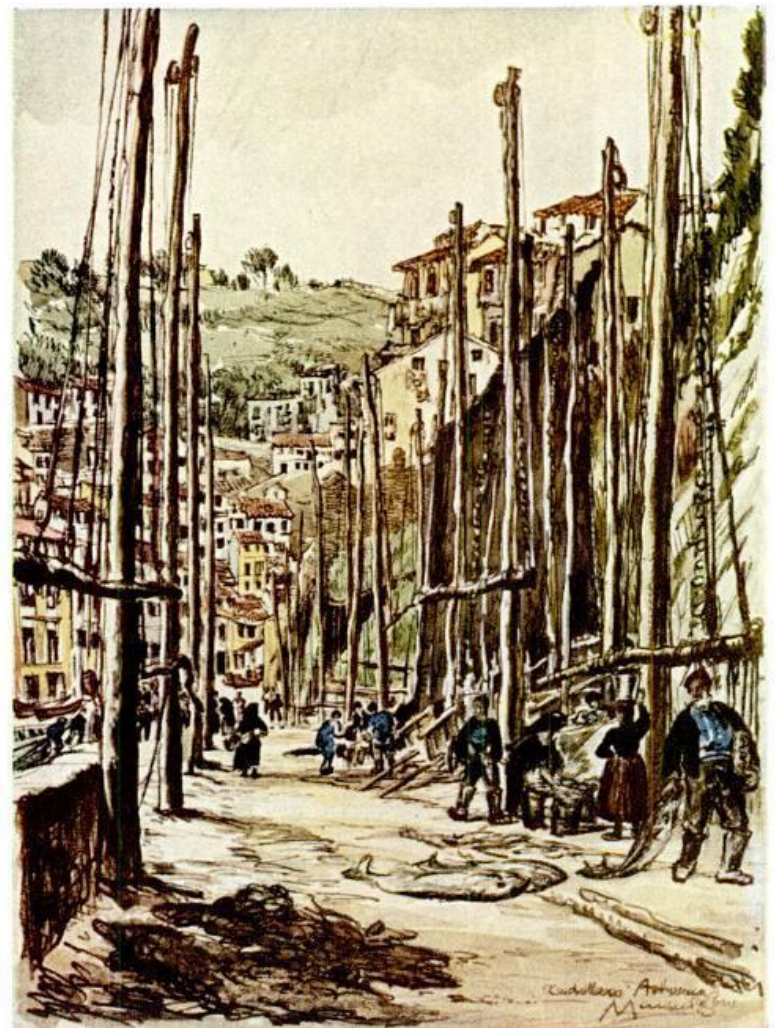
## Bone's Spain . .

Limiting its edition to 250 sets priced at \$550 each, Macmillan & Co., Ltd., recently published a two-volume picture-book of Spain by Muirhead Bone. For nine years this eminent Scottish artist worked on "Old Spain," samples of which are reproduced on this and the next three pages. Above is a bridge in crag-hung old Ronda.

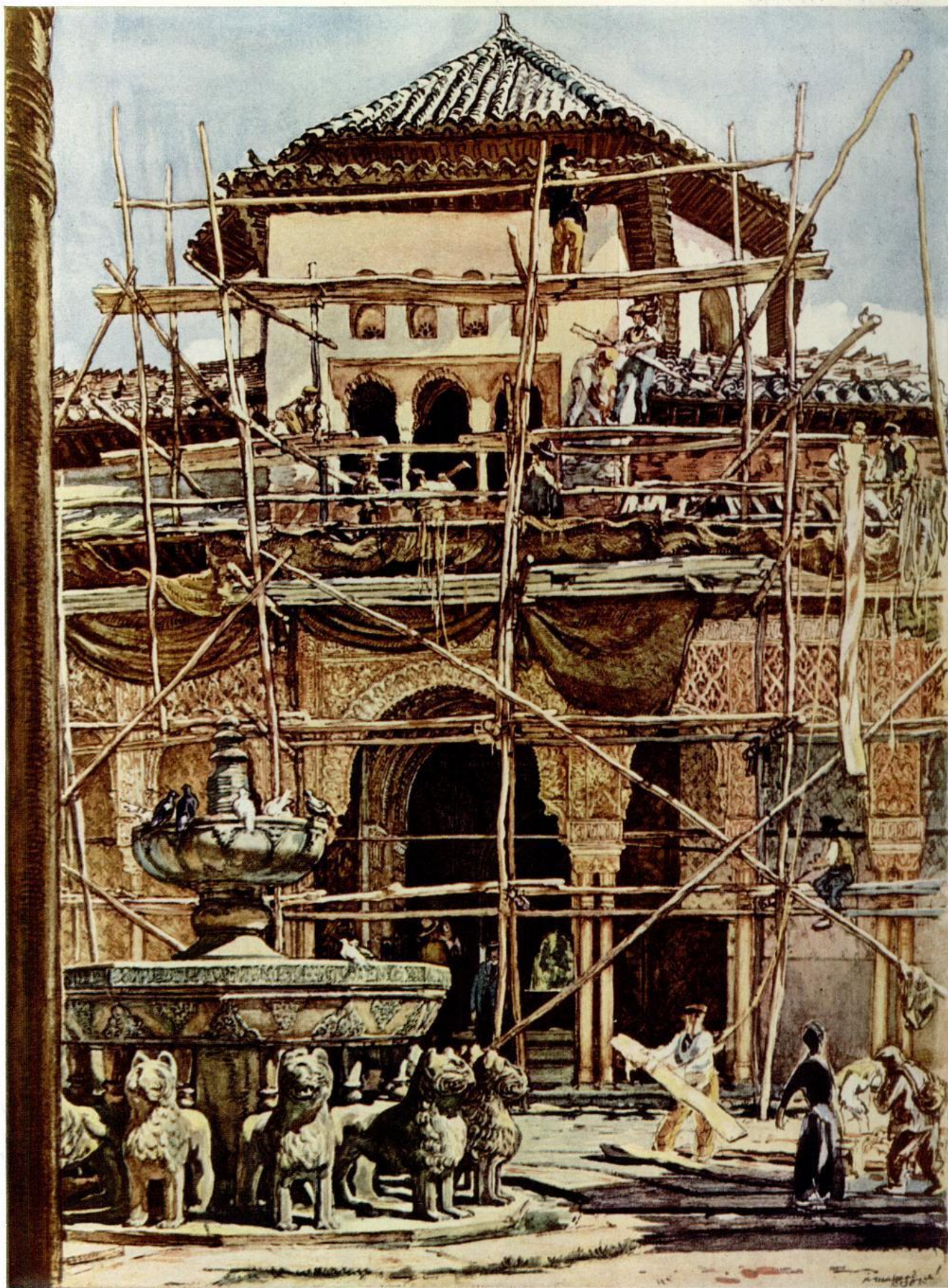




Shown here are three of the 181 pictures from "Old Spain." Above is Bone's impression of bread-buyers in the Plaza Mayor, Astorga. Below, left, is a sketch of peasants in sunshiny Caceres. At the right is to be seen the north coast waterfront town of Cudillero, where tunny fishers string up their catches on land-locked masts.







Last stronghold of the Moorish Sultans in Spain, the Alhambra, with its Court of Lions (*above*), is an ornate 600-year-old palace-fortress in Granada.





At Leon, in northern Spain, Bone etched the apse of its Gothic cathedral.

## MUIRHEAD BONE

Muirhead Bone, a 60-year-old Scot, is one of the three highest priced printmakers in the world. The other two, David Cameron and James McBey, are also Scotsmen. Son of a Glasgow journalist, Bone began life as a bank clerk, studying evenings at the Glasgow Art School. Teaching himself to etch, he issued his first portfolio in 1899. Two years later he moved to London, where he made his reputation. During the War, he drew official B.E.F. pictures on the Western Front and with the Grand Fleet in the North Sea. Currently, his water colors are worth up to \$350 each; his dry points bring \$1,500. Since 1927, Bone and his wife Gertrude have been making leisurely tours of Spain, writing and drawing "Old Spain" for the London firm of Macmillan & Co., Ltd.; which lately published 250 two-volume sets priced at \$550 each. Bound in pigskin, lettered in gold, the 14" by 21" books contain 181 drawings and etchings by Mr. Bone; a running text by Mrs. Bone. Each copy is signed by the collaborators, as are the two dry points given free to buyers. To insure lasting value, the original plates have been destroyed. Great art has been born and bred in Spain. As the tides of history have ebbed and flowed across its sun-soaked soil the delicate tracery of Moorish design has been washed over the mass majesty of Catholic architecture. With the heritage of the Mother of the New World at their feet, Murillo, Velasquez and El Greco painted their way to fame and fortune. Under the same inspiration Muirhead Bone has produced work which can be favorably compared to the vivid draughtsmanship of Goya. On their travels the Bones lingered longest on the northern and southern rims of Spain, skipped the centre where bloody headlines are now being made. He saw it change from a quiet monarchy to a seething republic, got safely out before it plunged itself into civil war. Nowhere in "Old Spain" will readers glimpse pictures of shell-shocked Toledo, riotous Aragon or Madrid in the throes of siege.



For 700 years this church has stood beside a sandy road two miles from Arevalo, in northern Spain. When Muirhead Bone sketched it, it was an abandoned relic of a mighty past.



## MOVIE OF THE WEEK: *Lloyd's of London*

**T**HE famous London institution of Lloyd's will insure against any and all risks—even those of making a motion picture. Darryl F. Zanuck, production chief of Twentieth Century-Fox, became aware of Lloyd's when he had to remake *Under Two Flags* and Lloyd's covered the huge loss. Zanuck discovered that Lloyd's was not an insurance company at all but a place of work for hundreds of British underwriters. Originally it had been a coffee shop. It grew great at the close of the eighteenth Century under the chairmanship of John Julius Angerstein. Zanuck needed only two more facts to make a movie. The facts were that this was the period of the Napoleonic

wars and its greatest British hero was Lord Nelson. The movie begins in 1770 with two boys, Jonathan Blake and Horatio Nelson. Young Nelson goes to sea, young Blake to Lloyd's. Years later, when Britain's merchant vessels are menaced by Napoleon, the powers at Lloyd's want the British fleet split up to convoy each vessel. Jonathan thinks of his boyhood chum, who is now Admiral Nelson, and fights to keep the fleet intact. He is nearly ruined in the attempt but in the end is happy with his sweetheart and the glorious news of Nelson's victory at Trafalgar. The Blake part of this story is fictional, but much of the rest is sound history.



The future Admiral Lord Nelson (right) puts out to sea

Horatio Nelson as a boy is played by ten-year-old Douglas Scott, who was born in Seattle but speaks with a British accent which his parents have been at great

pains to foster. Not Nelson but his chum Jonathan Blake, is the hero of the picture. The Young Jonathan is ably played by twelve-year-old Freddie Bartholomew.



**1** The movie opens on the dark, English waterfront, where Jonathan works as a serving boy in the ale house of the Widow Blake. He overhears talk of a seamen's plot to steal a cargo of gold, scuttle the ship, claim insurance on the gold.



**2** In great excitement Jonathan runs to the fine house of the Nelsons, beckons through the window to his chum Horatio.



**3** Horatio slips away from his evening prayers. Outside, Jonathan dares him to row out to the ship. Horatio dares Jonathan to board her. They row out (see picture at left).



**4** Aboard the ship Horatio and Jonathan see the gold bars which the seamen plan to steal. Jonathan proposes to "go to London and tell Mr. Lloyd, the Insurance Man." But Horatio gets a chance to go to sea and Jonathan sets out alone.





**Nelson's death at Trafalgar** is re-enacted with meticulous regard for history. The scene above is taken directly from a famous painting by A. W. Devis. The gallant Nelson lies in

the hold of his flagship *Victory* while the battle rages above him. He utters the right dying words: "Thank God I have done my duty."



**5** Dr. Samuel Johnson, James Boswell and Benjamin Franklin are swapping epigrams when Jonathan, having walked 100 miles, arrives at Lloyd's Coffee House. Discovering that Mr. Lloyd has been dead for 70 years, Jonathan takes his story to Angerstein the great underwriter (*see next picture*). Angerstein gives him a job.



**6** The man who made Lloyd's was John Julius Angerstein (*center*). Under Angerstein's able chairmanship, Lloyd's expanded to fine new quarters, became the nerve center of Britain's commerce. In the film Angerstein makes Jonathan his special protégé, with momentous results at a crucial point in English history.



# Lloyd's of London (CONTINUED)



Here, taking up with a snuff-counter girl (played by Virginia Field), is the fourth Marquis of Queensberry, the famous "Old Q," whose senile escapades were the scandal of late eighteenth Century London. "Old Q" is played with magnificent gusto by C. Aubrey Smith.



This doughty old actor, who spent most of the first 30 years of his life playing championship cricket in England and the next 20 on the stage, has been in the films for more than 20 years. No Hollywood star's face has been seen in more first-rate movies.



To get news for Lloyd's, Jonathan (now grown-up and played by Tyrone Power) goes to France, disguised as a curé. Napoleon has ordered all English travelers held prisoners and

Jonathan has occasion to rescue a beautiful English lady (Madeleine Carroll). He hides her in a mackerel barrel and sails her safely across the Channel to England.





"Old Q" introduces Polly, the snuff-counter girl, to the Prince of Wales. Polly swoons.

## THE LOVE INTEREST IN LLOYD'S

When Jonathan Blake has grown to manhood as an agent of Lloyd's, he falls in love. The girl is Lady Elizabeth (Madeleine Carroll). Jonathan finds her a prisoner in France, smuggles her home. There Lady Elizabeth leaves him and Jonathan learns that she is married to the boorish Lord Stacy. Jonathan gets drunk with a snuff-counter girl named Polly, whom he wagers to introduce to the Prince of Wales. This is accomplished, in the picture's most amusing sequence, with the help of the Marquis of Queensberry (*above*). Years pass and the day comes when Jonathan is fighting to keep the British fleet intact. Then Lady Elizabeth comes to him, begs him to use her money. For Nelson's sake he does, and Lord Stacy shoots him. With Elizabeth at his bedside, Jonathan hovers on death's edge, rallies only as Nelson's funeral passes below his window.



American audiences have seen Madeleine Carroll in *Secret Agent*, *The Thirty-Nine Steps* and *The General Died at Dawn*. Tyrone Power gets his first big chance in *Lloyd's*.

## THE LLOYD'S BELL STILL RINGS

In 1928 Lloyd's moved into an imposing new building on Leadenhall Street. In its big colonnaded room, underwriters sit scribbling at tables which look exactly as they did when Lloyd's was a coffee house. The attendants are still called "waiters." Over the center rostrum hangs the bell of the frigate *Lutine*, which sank in 1799, ruining many underwriters. The *Lutine* bell still rings, as it did in the period of the movie, to announce news of an overdue ship.



On the rostrum of the modern Lloyd's, a "waiter," in scarlet and gold, rings the *Lutine* bell. Two strokes mean good news; one means disaster at sea.



The underwriting room of the modern Lloyd's is always known simply as "The Room." Its atmosphere is not unlike that of the New York Stock Exchange.





## MAN ON SKI

Two long, flapping boards fastened to human feet are the most efficient way to move across snow. But to a ski novice, they seem like an outrageous device to throw him on his face.

Embarrassed beginners are delighted to discover that they look like experts when standing still like the expert above in the French Alps, standing on new fallen snow.





## SKIING IS FUN AND MAKES BEAUTIFUL PICTURES

**A**MERICA discovered skiing last winter in dead earnest, is getting set for the greatest skiing winter in its history. But Europe is 20 years ahead of the U.S. in making skiing luxurious and taking pictures of it. Hence most of the ski pictures on the following pages were taken in the Alps. Above is a practice slope in the French Alps.

Skiing began because the nomadic Lapps and

Mongols had to get across vast, open wastes of snow. Not until 1860 did a few Norwegians near Telemark discover it was also fun. It took about 30 years more for the rest of Europe, notably those nations with a piece of the Alps, to catch on.

Skiing's thrill is obviously that of going fast close to the ground on your own feet. First and best advice for beginners is to fall down when

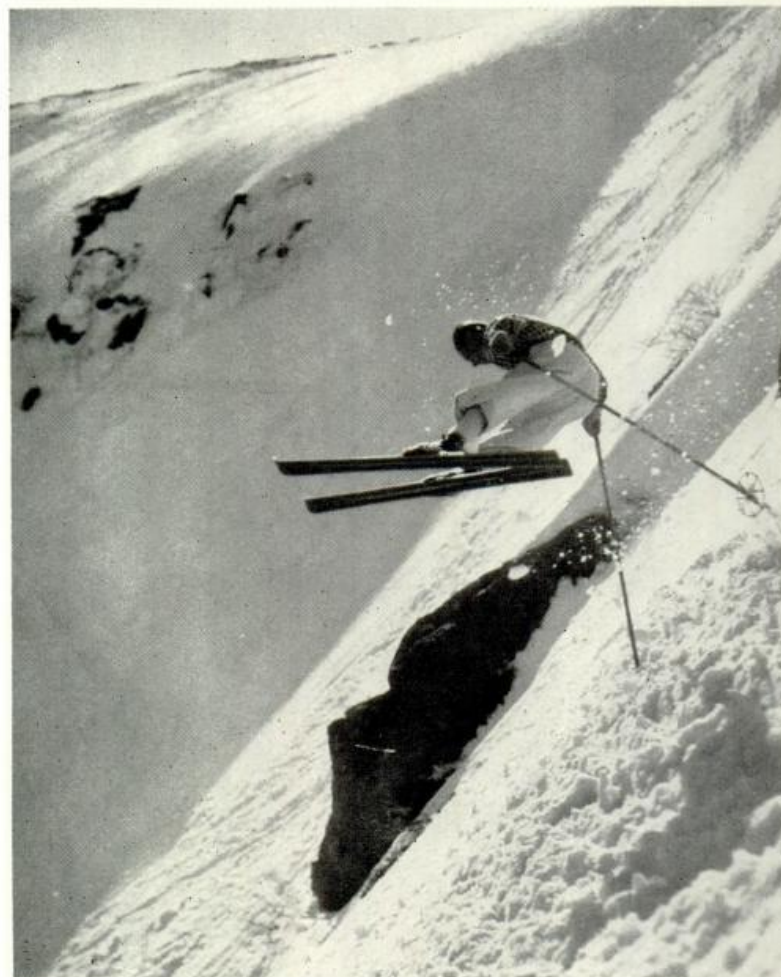
they think they are going too fast. Skiing's efficiency was first proven by the Swedish ski scouts of the 13th Century King Swerre. Only since 1900 have Germany, Austria, France and Italy put their Alpine armies on ski. No good in thick woods or in a thaw, ski are nevertheless twice as fast as a man running on dry ground, three times as fast as snowshoes.



# SKIING CAN BE HOT, THRILLING, LUXURIOUS, WET (CONTINUED)



This girl is not cold on the sunny side of the slope; on the other side she would freeze; and if she fell down while skiing the snow might cut her badly.



A jump turn at 40 m.p.h. down the Head Wall of New Hampshire's Tuckerman Ravine, classic race-course of the eastern U.S. He is not going to hit the rock.



The chef at the luxurious Hotel Kreuzeck above Germany's Garmisch-Partenkirchen where the last Winter Olympics were held, on the slopes of the Zugspitz.



A routine spill lathers this Alpine German with snow. His face and bare hands are half-frozen with snow; his clothes will soon be clammy-wet in the sun.





Experts will readily identify the solid layer of heavy snow on these village roofs in the French Alps as January "old snow," perfect skiing snow.



Stripped for the hot, hard work of climbing is this youth in the White Mountains. Since kneeling is nearly impossible on ski, he scoops water from a brook.



With astonishingly calm face, this German does a physically exacting *gelaendesprung*, pushing forward and up with his ski poles to hurtle over an obstacle.



Ski and ski poles are stacked in rows in the snow outside the skiers' hotel, after the climb, while the skiers chat, rest, drink, and watch for latecomers.







## SKIING CAN BE COMFORTABLE (CONTINUED)



After a two-hour climb from St. Moritz in Switzerland, bean soup at the Corviglia Ski Hut



The headwaiter at the St. Moritz Grand Hotel skates the compote to the diners on the flooded terrace

**I**N the Big Business of catering to rich skiers, half-a-dozen resorts in the high Alps get the cream of the trade. They are St. Moritz and Davos in Switzerland, Chamonix in France, St. Anton and Kitzbuehl in Austria and Cortina in Italy. St. Moritz and Kitzbuehl live almost exclusively on sport, have no room for poor wanderers. But at the others, a poor man with a pair of ski may find a reasonable boarding house, use the snow without paying for the swank. On the opposite page, two rich folk are skiing home to the Eibsee Hotel across the frozen, snow-covered lake in the peaks above Germany's Garmisch. Left, at St. Moritz, the little lakes are cleared for skating and waiters serve on skates.





## SKIING CAN BE RISKY AND LONELY (CONTINUED)

**T**HE maneuver shown is an open Christiania, used for turns. In the best Christiania, the skier leans on his outside ski, advances his inside ski, keeps his feet close together and his head up, finally shifts his weight to the inside ski. The expert above is violating nearly all these rules for an open Christiania. The tracks on the opposite page show that that skier too has perfect control. The snow there is perfect, soft, dry snow high in the Italian Dolomites. The higher the snow, the better. Fastest snow is *nevé* or corn snow, the fine granulated ice that accumulates in protected ravines by spring. Other classifications of snow are wet, dry, light or "powder" snow.

Ski must continually be waxed with one of some 50 brands of wax. For going downhill like the man above, a slippery wax is used. For climbing like the man opposite, a sticky wax prevents slipping back or sideways. Experts make their own waxes by secret formulas. A base wax is always burned into new ski with an acetylene torch.

Far more important to the beginner than all this expertism is getting a rigid connection between shoe and ski. Bindings lash the toe to the ski, but the bindings must also be secure enough to keep the heel from sliding off the side of the ski. Otherwise, the skier, trying to turn his ski, only turns his foot, falls down.







## The English



The wreckage of industry was what King Edward VIII went to see Nov. 18 on his tour of the "black areas" of South Wales—and saw the abandoned Dowlais Iron & Steel Works, once one of the world's biggest, now "the blackest spot in Wales." At Dowlais, Edward cast down his eyes as a company official explained Dowlais' history and Minister of Labor

Ernest Brown held his tongue. Below, the King grilled unemployed miners in a cooperative farm at Boverton. Welshmen think the Conservative British Government has neglected them. Viewing Welsh poverty the King agreed, "Something must be done." From a private citizen this would mean only *tsk, tsk*; from King Edward it meant that

he put it up to the British Cabinet. On Nov. 27, Prime Minister Stanley Baldwin called an emergency Cabinet meeting, supposedly to discuss Mrs. Simpson and the "Something must be done" statement, in the opening skirmish of what looked like the first open fight between a British sovereign and Cabinet since Queen Victoria's day.





## And The Spaniards

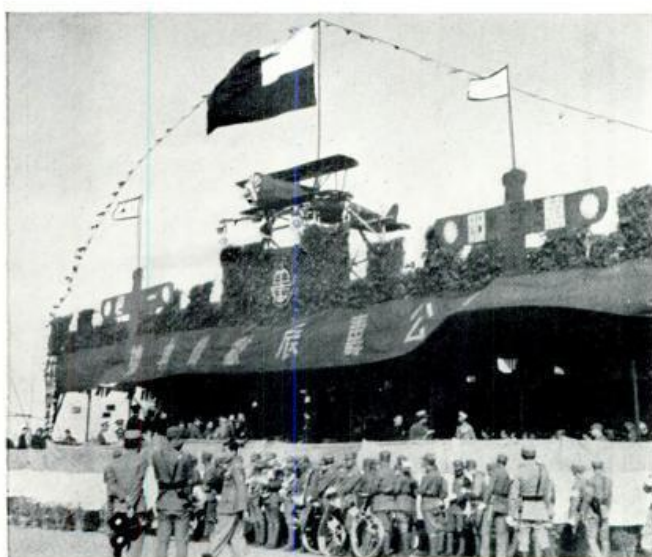


This is a Rebel armored car in the Spanish Civil War, paid for by Italy and Germany. Heavily armored, it is of a different design from the first cumbersome, unstreamlined armored cars of the war.

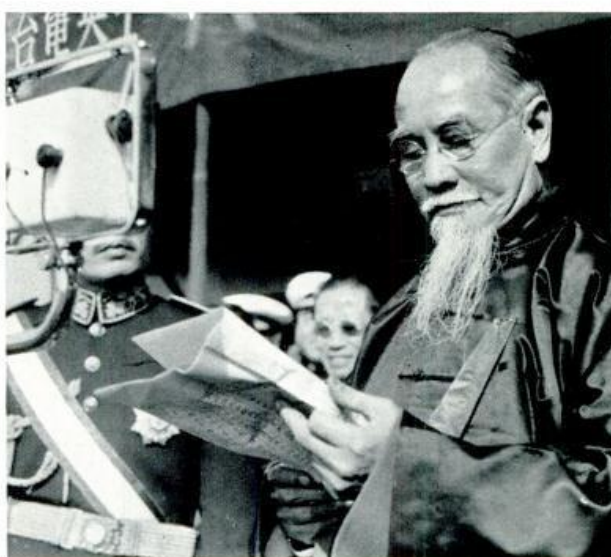


A dead Rebel's kin were told his last words by the Fascist soldier who was next to him when he died in action. Mother, wife, and father take the news in their own ways, while the dead man's child waves at the cameraman. On the table lies the dead man's riding crop.

## And The Chinese



Fifty planes for his birthday were what the Chinese people gave their Dictator Chiang Kai-shek Oct. 29, bought mostly in the U.S. and entirely paid for by



the people's pennies. Left is the presentation ceremony at Nanking, the grandstand topped by a gift plane and the Chinese flag. Center is chin-whiskered President



Lin Sen accepting the gift for Chiang. Right is the new Nanking museum exclusively given to everything about Chiang, including his portraits.



This is the Chinese general who won a battle Nov. 23 against Japanese-supported troops from Manchukuo and Inner Mongolia. General Fu Tso-yi is Governor of Suiyuan Province which the Manchu-Mongolian army invaded with the help of disguised Japanese tanks and planes, Japanese military advisers. Though Chiang refused to send his new planes (see above), General Fu, without planes, attacked the invaders' flank, drove them out of Pailinmiao (right) and took command of Japan's only traderroute into northwestern China.



This queer city is Pailinmiao, Mongol outpost of China in the Gobi desert where on Nov. 23 Chinese troops won their first victory over Japanese aggression since the famed Battle of Shanghai in 1932.



## The Moors in Spain



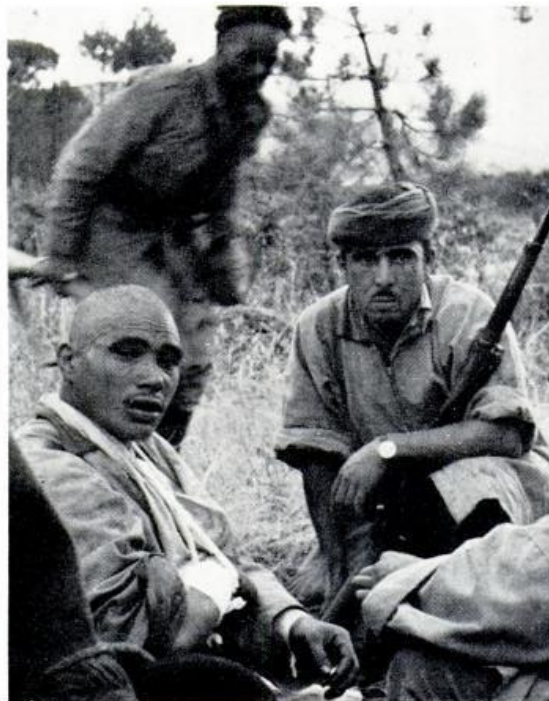
Good pictures of the Spanish Civil War are rare. This is one of the best, showing the high, pine-wooded country north of Madrid, the dipping road alive with Moorish cavalry, officered

by Spaniards. On Nov. 20, the Rebels' General José Varela launched four squadrons of these men against Madrid. They were mowed down by machine-gun fire.



A Moorish caid, hired by the Rebels with his tribe, the race that subjugated Spain from 711 to 1500 A.D., imperturbably watches his men ride to war against Spaniards.

These Rifli from Spanish Morocco are the fiercest fighters in Africa. Under Abd-el-Krim in 1921, they slaughtered a whole Spanish army corps come to subdue them.



Rebel Leader José Varela, called the brains of the attack on Madrid, wears a Moorish burnoose, seen above, to assure his Moorish regiments that he is proud of them.





**J**UST looking at a Moor makes a Spaniard's flesh crawl. For years after the Moorish Riffi wiped out 10,000 Spaniards in 1921, many a Spaniard believed that the survivors were still held as slaves in the desert. But when Rebel General Franco started his rebellion last July in Spanish Morocco, he needed men. He offered the Moors 52c a day, a carbine and a chance to kill proletarian Spaniards. Some of the Riffi *caids* (chiefs) declined, were jailed or shot. Their chief, Caliph Sidi Muley Hassan Mahedi gave his permission but the Sultan of all the Moors, Sultan of Morocco Sidi Mohammed, emphatically did not. Nevertheless, poor Moors enlisted by the ten-thousands to get arms. Cool in action, they have proved excellent killers, usually accompanied by tanks and planes.

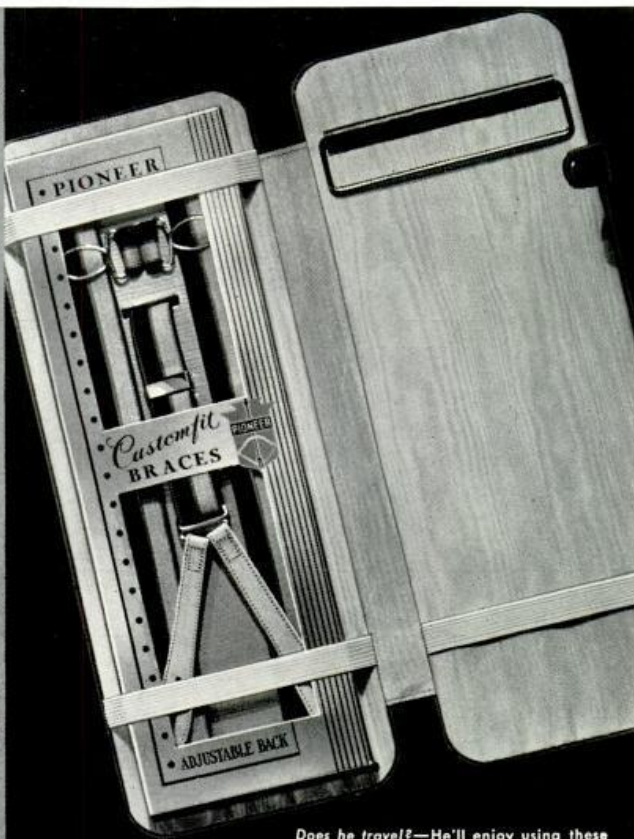


**Spanish women appeal** to Moors. These two wounded Riffi eye their busy nurse in a front-line hospital. A rumor has swept Moorish women that their men will never come home because Spanish women are charming them into turning Christian and settling in Spain. Conventional Berber warfare normally offers the enemy's women as one of the rewards of victory.

**Fat, well-groomed horses** have been given the Moorish cavalry, here reconnoitring behind a garden wall. The Moor has his Colt pistol drawn while the horse watches the cameraman.



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## Private Lives

**Henry Gassaway Davis III** is the only man who has married two Vanderbilts. His first wife was Grace, daughter of Brigadier General Cornelius Vanderbilt, head



HENRY GASSAWAY DAVIS III

of the family. Grace's mother objected strongly at the time (1927), to her marrying Mr. Davis and people recalled that General Vanderbilt himself had been disinherited for marrying Grace's mother. Grace divorced Mr. Davis last summer and day after Thanksgiving, Mr. Davis went aboard William K. Vanderbilt's luxurious yacht *Alca* and took a second Vanderbilt to wife: Consuelo Vanderbilt Smith, daughter of William K., and cousin of Grace. Mr. Davis is namesake of his grandfather who made a lot of money in West Virginia coal and railroads and became a Senator.

While his wife was suing him for divorce in West Virginia, **John Champ Neely**, 25, second son of the senior U. S. Senator from West Virginia, was in Reno, not

getting a divorce, but washing dishes in a restaurant. He said he was learning the restaurant business. By the time his wife, who had eloped with him in an airplane six years ago, got the divorce he had worked his way up to tending bar and he notified Mrs. Neely's lawyers that he had neither means nor intention to pay the \$100 a week alimony the court had ordered. Since the court was in West Virginia and Mr. Neely in Nevada, there seemed to be nothing immediate Mrs. Neely could do.

One of **Virginia Overshiner Cogswell's** proudest boasts is that, though the seven husbands she has married and divorced



VIRGINIA COGSWELL IN HOSPITAL

were worth a total of \$10,000,000, she never once asked for a cent of alimony. But when the Frank Rubenstein Store Corp. fired her from her job as manager of their Dallas store without two weeks' notice, she took to a hospital bed with a



JOHN CHAMP NEELY TENDING A RENO BAR





AMBASSADOR AUGUSTO ROSSO AND HIS AMERICAN FIANCEE, MRS. BUNKER

heart attack and said she was going to sue Rubenstein for \$1,000,000 damages. Virginia Cogswell, took her first husband in her native Atlanta twelve years ago at the age of 16. Her grandfather was the first president of American Tin Plate Co., now part of the U.S. Steel Corp.

Shortly after he sent bachelor **Augusto Rosso** as his Ambassador to the U.S. in 1933, Mussolini complained that unmarried officials set a bad example to all other Italians whom Mussolini was anxious to marry off to each other as fast as possible. Despite this strong hint, Signor Rosso, who is 51 and wealthy, remained a bachelor. It wasn't until he was ready to leave for his new post as Ambassador to Russia that Washington began to realize that he would probably marry an American, Mrs. **Frances Wilkinson Bunker**, socialite of Chicago, New York and Washington. Mussolini frowns on his officials marrying foreigners so Mrs. Bunker may have to apply for Italian citizenship before going to Moscow with her new husband.

At a Hollywood party, a photographer asked **Errol Flynn** and his wife, **Lili Damita**, to look pleasant for the camera.



LILI DAMITA AND ERROL FLYNN

The result was the photograph above, with Mr. Flynn looking glum and Miss Damita looking tearful. Ten minutes after it was taken, Miss Damita left the party in tears, alone, and few days later told

her lawyers to file suit for divorce. There had been many a threat of divorce and subsequent reconciliation in the Flynn family before, but this looked real and final. Mr. Flynn, it seemed, liked a quiet outdoor life and Miss Damita liked night clubs and parties. Also, there was possible strain between them because Miss Damita was a much more important movie star than Mr. Flynn when they were married in 1934 and now Mr. Flynn, who is star of the currently successful *Charge of the Light Brigade*, is more im-



MRS. ROGERS AND MR. LOEW

portant. But again the Flynnns have decided to be reconciled. They invited their friends to a dinner, announced that they still loved each other and were, after two and a half years of married life, going on a second honeymoon to Europe.

The announcement that Mrs. **John S. Rogers** and **E. Victor Loew** would soon be married was no surprise to friends or society editors. Mrs. Rogers, widow of a wealthy Manhattan lawyer, is in her late fifties and mother of five children and, for the past thirty years, her devoted friend and companion has been Mr. Loew. Familiar for years has been their regular appearance together at the Tuxedo Club for Wednesday afternoon backgammon.



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3. Teeth should be cleaned after every meal . . . (Twice a day is not enough.)

**ORALGENE helps do these three things!**

All chewing gum gives exercise, but **ORALGENE** is of a special firm consistency that is particularly valuable in helping to strengthen the spongy tissues that support the teeth.

**ORALGENE** helps relieve mouth acidity all the time you are chewing because it contains dehydrated milk of magnesia for this purpose.

**ORALGENE** helps clean the mouth because it removes food particles that even your tooth brush sometimes misses.

That's why we say . . . see your dentist at least twice a year and



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★ BOUQUET  
★ CLEAN TASTE

Since long before the French Revolution, the distinguished characteristics of Hennessy Cognac Brandy have won its selection for celebrating happy occasions. For an after-dinner liqueur befitting your Christmas dinner, serve Three-Star Hennessy ... enjoy its magic touch in plum puddings, mince pies, pumpkin pies and hard sauce ... and when making out your gift list, remember that Hennessy is a choice that compliments both giver and recipient.

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84 PROOF

## LIFE'S PICTURES



THE picture which assured the fame of Peter Stackpole (above) is one of Herbert Hoover snoozing in cap and gown on the speakers' platform at California's Charter Day exercises (TIME, April 8, 1935). Staff-Photographer Stackpole took the behind-the-scenes pictures of Noel Coward's opening nights (see pp. 9-13).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 2—INT., ANTHONY LANZA-N.Y. SUN—ACME, JOE DE NARIE, INT.
- 3—NEWS—ACME
- 4—INT.
- 9—GRAY-O'REILLY
- 10—PETER STACKPOLE
- 11—VANDAMM STUDIO
- 12, 13—PETER STACKPOLE
- 14—P. I. (2)—P. I., UNIVERSAL NEWSREEL, ACME—DEMENTI STUDIO (2), MARCH OF TIME
- 15—MC AVOY (2)—L. L. P. I.—W. W. (2)
- 16—P. I., FAIRCHILD AERIAL SURVEYS—P. I. (2)—INT. (3)
- 17—PAUL DORSEY—BURGETT BROS. (3)\*
- 18, 19—MILWAUKEE JOURNAL PHOTOS BY ROBERT DUMKE
- 20, 21—EUR.—NEWSPHOTOS
- 22—P. I.
- 23—SCHALL-PIX—INT. (2), B.S., EUR., P. I. (2).
- 24—KEYSTONE, INT. (2), ACME, INT.—INT., B.S., INT.—P. I., W. W., P. I.
- 25—P. I. (2), EUR.—INT. (2), EUR.—EUR., P. I., W. W., SCHALL-PIX
- 26, 27—EUR., ILLUSTRATED LONDON NEWS
- 28—EISENSTADT-PIX
- 30, 31—IRWIN LANGEN
- 33—WILL CONNELL, BERNARD HOFFMAN
- 34, 35—P. I. exc. p.34 L. L. FROM W. W.
- 38, 39—WILLIAM VANDIVERT exc. T.L. p.39
- 40—NBC ARTISTS SERVICE, music courtesy of G. SCHIRMER INC.
- 42, 43, 44, 45—THE MACMILLAN CO.
- 46—20TH CENTURY-FOX
- 47—MAURICE GOLDBERG—20TH CENTURY-FOX
- 48—20TH CENTURY-FOX
- 49—20TH CENTURY-FOX—P. I.—20TH CENTURY-FOX, P. I.
- 50, 51—B. S.
- 52—FEHER-B.S., WINSTON H. POTE—DR. PAUL WOLFF-B.S. (2).
- 53—B.S., CHRISTINE L. REID—DR. P. WOLFF-B.S., PIERRE BOUCHER-B.S.
- 54—DR. PAUL WOLFF-B.S.
- 55—PIX
- 56—LIONEL GREEN
- 57—DR. PAUL WOLFF & TRITSCHLER-B.S.
- 58, 59—B.S., exc. page 58 L.R. from INT.
- 60—W. W.
- 61—ACME, B.S., KEYSTONE, SOBELMAN, W. W.
- 62—ACME—P. I. (2)
- 63—W. W., U. & U.—ACME—INT.
- 64—REX HARDY JR.
- 65—P. I.
- 66—C. O. LEE
- 70—PIX

ABBREVIATIONS: B. S., BLACK STAR; INT., INTERNATIONAL; P. I., PICTURES INC.; EUR., EUROPEAN; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD; EXC., EXCEPT; L. L., LOWER LEFT; T. R., TOP RIGHT. \*FOR FURTHER INFORMATION CALL LIFE'S PICTURE BUREAU.



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The improved White Box Set with removable Bank (compartment tray), double supply special "Slip" Money and gold-stamped Hotels is the favorite medium priced set. 3 to 10 players. Price \$3.50. Monopoly from \$2 upwards. Beautiful New \$10 and \$25 Sets.

Rules include 2 forms of "Short" Monopoly for a quick game.

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Follow This Man

Secret Service Operator No. 38 is on the job! Running down Counterfeit Gang, Tell-tale fingerprints in murdered girl's room. Thrill, Mystery. Free The Confidential Reports of Operator No. 38 made to his chief. Write for it. Earn a Regular Monthly Salary YOU can become a Finger Print Expert at home, in spare time. Write for details if 17 or over. Institute of Applied Science 1920 Sunnyside Ave. Dept. 1899 Chicago, Ill.





## "Better to Give AND than to Receive"

TABLECRAFT by ROSEMARY conveys  
BEST wishes all through the year

"I JUST knew she'd be pleased  
... I was tempted to keep it  
for myself!"

By giving the very thing she'd  
like to receive, many a clever  
woman this Christmas is going  
to delight her friends with gifts  
of beautiful table cloths and nap-  
kins of TABLECRAFT by Rose-  
mary. And many others are going  
to make themselves a present of  
these fine cloths that look expen-  
sive but really are surprisingly  
economical.

TABLECRAFT, you know,  
are the permanently finished,  
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years have been the choice of  
85% of the nation's finest hotels  
and restaurants.\* Guaranteed by  
GOOD HOUSEKEEPING (as ad-  
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they are specially boxed in a  
gay holiday package.

In your favorite Linen Depart-  
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standard sizes, already hemmed,  
or by the yard—truly a cloth that's  
"Better to give AND to receive!"

\*Now used for table service on TWA air-liners.

A Gift for you. May we mail you a charming TABLECRAFT  
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**TABLECRAFT**  
REG. U. S. PAT. OFFICE  
CLOTHS & NAPKINS BY *Rosemary*



## TRICK OF PARIS SEASON



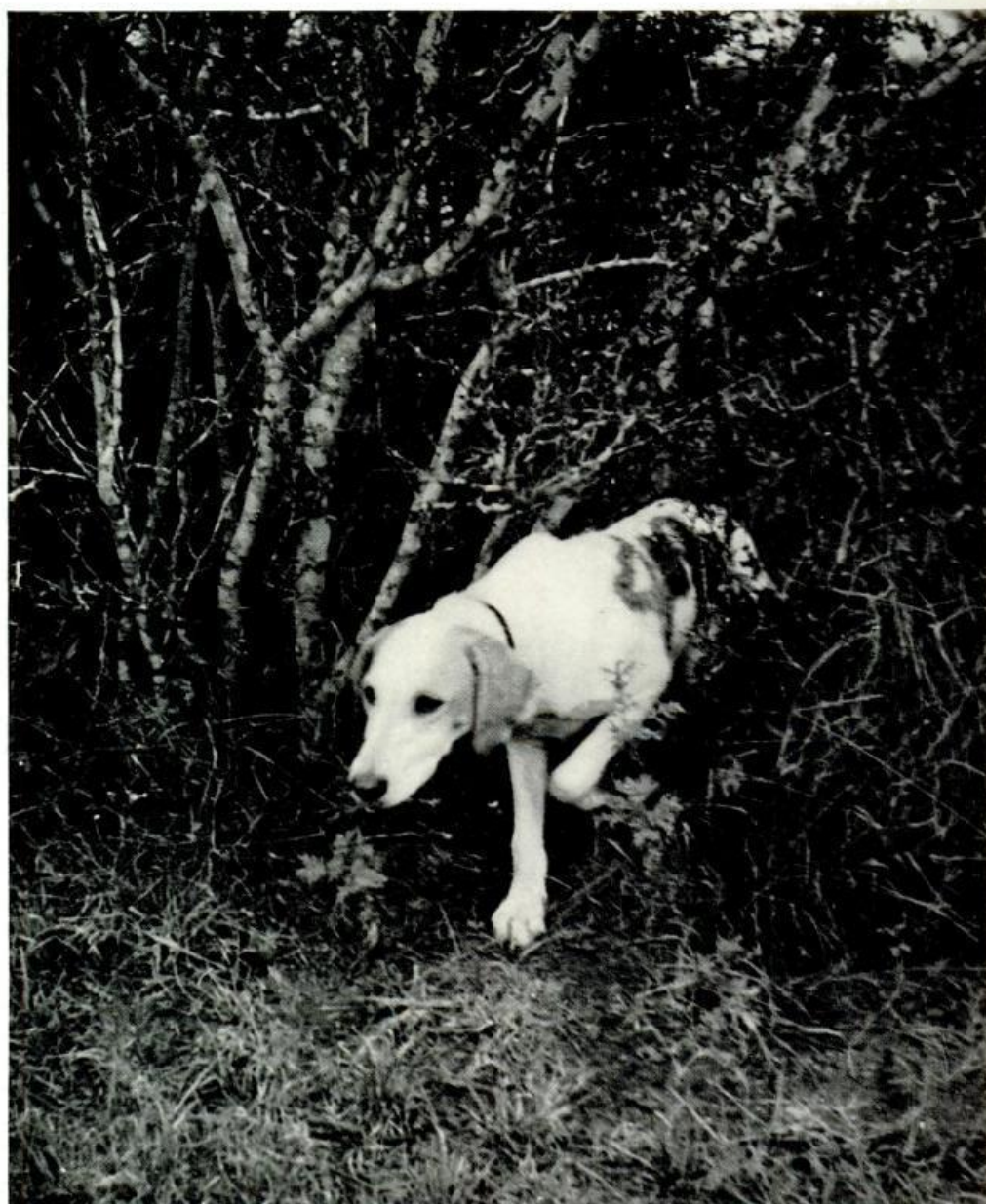
**P**ATRONS of a Paris nightclub are being entertained with this spec-  
tacle of one man swallowing another's head. M. Nicol pries open  
M. Martin's mouth, lowers his head, rams it in until the spectators see  
it disappear. Only the cold sober feel cheated by this act.





## WOLF HUNT IN TEXAS

**E**ARLY in the 1900's Texas settlers from Kentucky, Tennessee and Missouri, impatient with their adopted state's quickly-grounded gray fox, turned for better sport to the wily, hard-running coyote, or "Mexican wolf." On Nov. 16, accompanied by a retinue of 257 hounds, 150 horses and several hundred automobiles and trucks, 1,200 gunless Texans assembled on the 80,000-acre Storey Ranch in LaSalle County for the 15th annual meet of the South Texas Wolf Hunters Association. For the next three days, the hunters unleashed their hounds at crack of dawn, followed them into the brush as best they could, some on foot, some on horse, most by car. Jouncing over deep-rutted roads and ploughed fields, they followed the dogs a good six hours, spent the rest of the day picking them up, tempting them home with horn blasts which meant a fine meal of corn mush waiting. Net result of three days' sport: 18 dead coyotes retrieved, 12 more catches recorded, an unknown number killed by hounds which ranged as far afield as 40 miles.



This Texas wolfhound (*above*) is trailing a coyote (*left*) through thick underbrush. Bred from Kentucky and Tennessee foxhounds, he runs with his head up, catches the scent from damp leaves rather than from the ground. His quarry is about half the size of a real timber wolf, and about half as vicious.

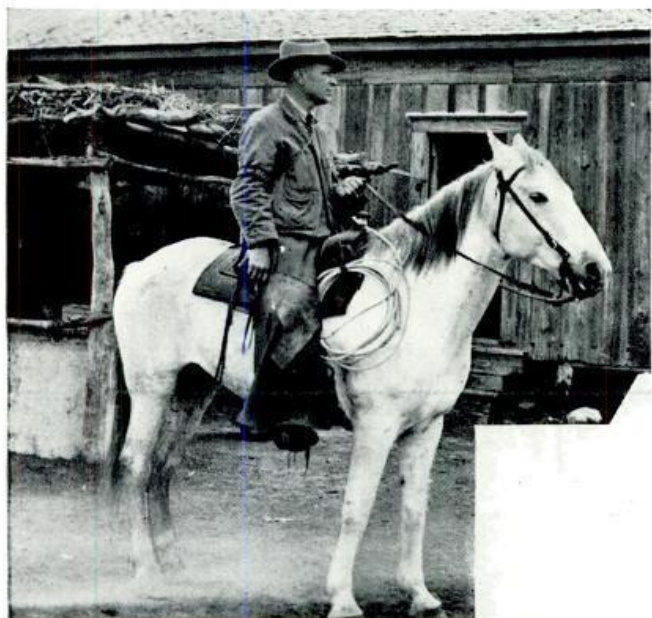




**The South Texas Wolf Hunters Association and its November catch**

This panorama shows about one-tenth of the 1,200 men, women and children, the 257 hounds, present at the Texas wolf hunt. In front of the catch of five wolves are: at left, Master-of-Hounds John Aiken Rowan, a San Antonio lumberman; at right, the Reverend Robert Gaddy Baucom, wolf-hunting pastor of South San Antonio's First Baptist Church, and his prize stud dog Red Raider II. Just before they unleashed the hounds for the first day's run, Brother Baucom briefly silenced the 1,200 hunters with a

booming prayer. Still intent on far-flung wolves, many a hound was not back in time that night for a dramatic sermon at which Mr. Baucom pleaded for manly godliness, outlined a wolf hunter's paradise, bagged three Baptist converts. The dogs above have numbers painted on their sides so that the field judges may easily score or scratch them. A dog is scored on hunting, trailing, endurance, speed and driving, is scratched for loafing, babbling (barking before he hits the trail), chasing rabbits.



**Master-of-Hounds** John A. Rowan rode a distinctive white stallion, started the world's largest wolf hunt by blowing a Texas steer horn, took his wife and two small sons along.

**Texas wolf hunters** breakfast heartily on bacon and eggs and several cups of strong coffee, call the noon meal "dinner," favor grilled mutton, barbecued goat, raw onions.







## GOOD TIME FOR CHRISTMAS

You can be proud to own either of these watches. They're handsome. They're small. They're reliable. *Aero* comes either plain or fancy with leather strap or metal band. *Yankee* is small, thin and has that smart new lapel cord. Other Ingersolls—\$1.25 to \$3.95.

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Waterbury, Conn.

## SOME READER OPINIONS AS LIFE BEGINS

(CONTINUED)

It is everything you claimed it to be—and a little bit more.

A. G. Carlson, President  
Carlson Advertising Agency

I think it colorful and with the times, and we see ourselves as others see us.

Mrs. Mary Bruce-Payne  
Bergdorf-Goodman

As a commercial artist, hobbyist, amateur photographer, and something of a traveller, I believe I can qualify as an "amateur critic" and wish to state I think the first issue of *LIFE* is a WOW.

Marvin W. Auringer

A most fascinating magazine, as I fully expected it would be.

Alfred Reginal Allen, Mgr.  
Philadelphia Orchestra

It's just about the snappiest thing in its line that I have seen for many a day.

J. M. Hopkins,  
Chicago, Illinois

Okay, Captain Rowan, you've reached Garcia again.

Neil Buckley

**PUBLISHED BY TIME INC.**

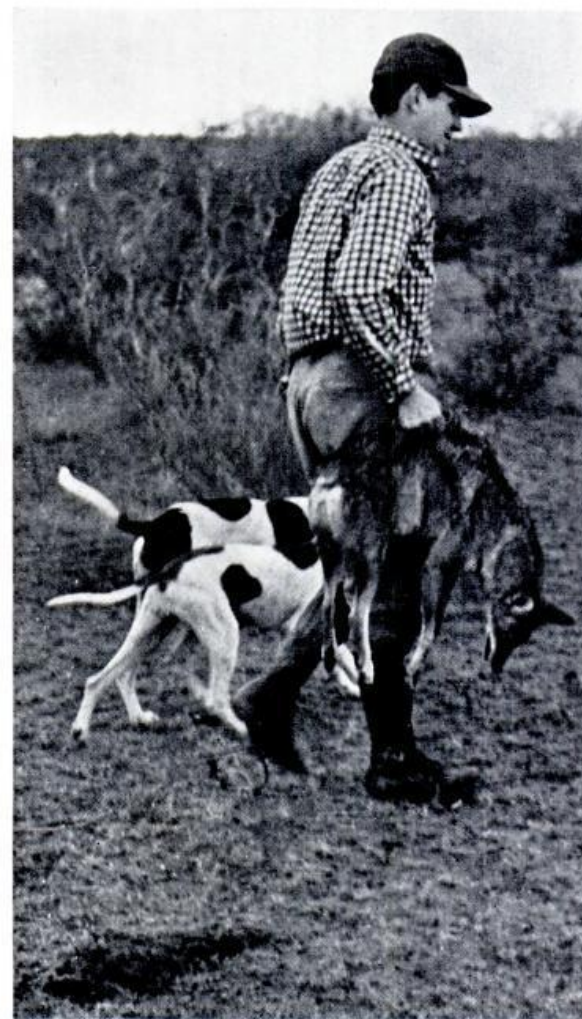
## WOLF HUNT (CONTINUED)



These well-trained hounds are being brought into camp after a morning's hunt by their owners, or possibly by complete strangers. Wolf hunters look after each other's dogs and a cardinal sin is to pass up a dog on the road.



No Texas wolf hunter may carry a gun. Many an old-timer gets his biggest fun out of "pulling the hounds up close" by assuming this stance and cupping his ears. Without seeing a thing Frank Harrell (above), can tell you what the packs and the wolves are doing, what crossing they are coming to, their respective conditions, whose dogs are up close, whose are lagging. He calls it "music."



A foot hunter carries a dead wolf into camp. Hunters adept at spotting crossings for which the wolf is headed may see more wolves than hunters who cover miles in automobiles.





The pick-up truck serves both to pick up dogs and take men to the hunt. Bumping along over brush and cactus, the 1,000 or more who followed the hounds by car at Texas' recent hunt regarded a few broken springs as part of the day's fun.



You may hunt for as long as a month and still not see an actual catch. The hounds kill the wolf by smothering it rather than tearing it apart. The dogs above are briefly checking up on the good work of some of their fellows.



Dead wolves are carried to camp when found. But funeral escorts must have a care. At Texas' wolf-hunting affair one of the field judges, Mr. A. E. Outlaw, slung a "dead" coyote behind his saddle, soon was nursing a badly bitten finger.



*"It's the flavour"*

**Serve Teacher's . . . the Scotch your friends enjoy. It's a gentleman's whisky. There's a hearty, genuine tang in the taste. Men like its friendly flavour. And the full-bodied mellowness of Teacher's is unique . . . so its friends will tell you.**

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*Sole Agents for the United States:*

**Schieffelin & Co., New York City. Importers since 1794.**



# Life Goes to a Party

WITH "ELDER BROTHER" ON THE BIRTHDAY OF THE SULTAN OF SURAKARTA

**A**MONG the world's most ancient dynasties is the reigning house of Surakarta in central Java. Sultan Paku Buwono X, known to 2,260,000 Javanese as "The Wise," traces his royal ancestry back to 700 A.D. Under good Queen Wilhelmina of The Netherlands, he rules one of the last two native sultanates in this Dutch island on the other side of the world. His immediate superior is Her Majesty's resident governor, big M. J. J. Treur, whom the little potentate recognizes as his "Elder Brother." Recently Sultan Paku Buwono celebrated his 72nd birthday, invited "Elder Brother" to a palace party. Also present were the Sultan's four official and 11 unofficial wives, his 44 children, 88 grandchildren, 20 great-grandchildren—and the first European photographer to crash the royal birthday party. Since Paku Buwono still clings to the ceremonial splendor of ancient Java's great Malay courts, the entire royal compound, with its 6,000 advisers, officials, soldiers, servants, and concubines was turned over to three days of feasting, festivities and fun.

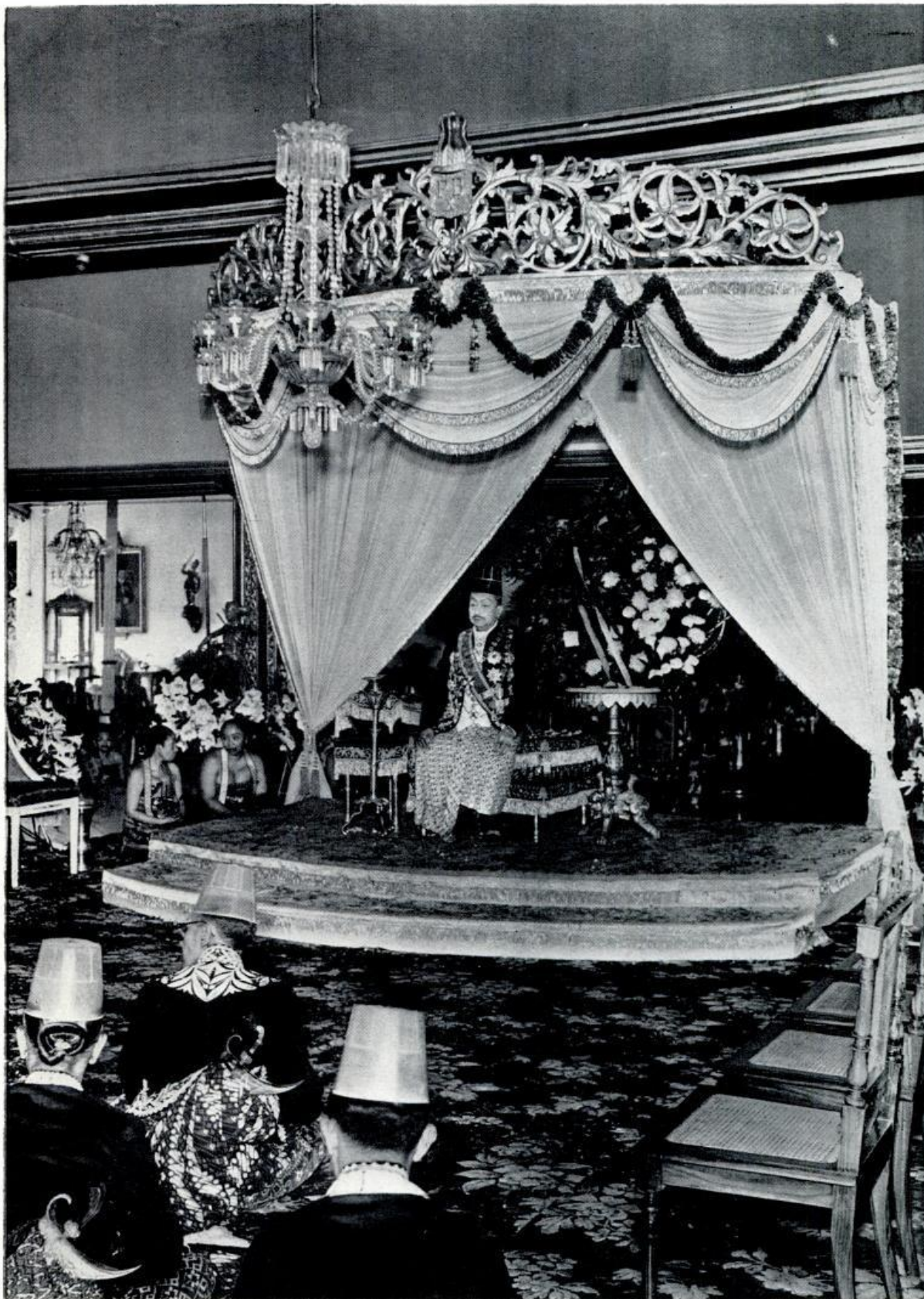


ONLY "ELDER BROTHER" MAY STAND BESIDE THE SULTAN



THESE NINE PRINCESSES PERFORM THE ANCIENT JAVANESE *BEDOYO* DANCE BEFORE THE SULTAN AND HIS GUESTS





BIRTHDAY GUESTS FIND THE SULTAN'S SONS (LEFT FOREGROUND) KNEELING BEFORE THEIR FATHER.

**B**Y a 1750 treaty with the Dutch East India Company, the Sultan of Surakarta shares generously in revenues from his 2,408 sq. mi. domain (about the size of Delaware). Hence, his palace is resplendent with silk canopies, crystal chandeliers, officials in gold braid. Since he delights in modern contrivances, Paku Buwono the Wise owns an American car and an English plane. Because of his weak heart, his Paris-trained physician forbade him to fly; but now and then he hops off in defiance of doctor's orders. Chief royal pastime is bridge in the Culbertson style. Next comes collecting medals from foreign powers. Half the nations of the world are represented in decorations on his velvet coat. Last spring he complained bitterly to U. S. Consul General Walter A. Foote that America had not yet thus honored him.



# SHOOT LIFE

WITH AN  
**argus**  
CANDID CAMERA

Here's the Camera to get those unposed, human pictures of life as it goes on around you. The Argus Candid Camera is compact, enabling you to whip it out without being seen and catch things as they happen, the way news shots are made.

Its fast f 4.5 triple-anastigmat lens gets those pictures even on dark, rainy days. Only two focus settings, far and near, greatly simplify operation. Shutter speeds, 1/25 to 1/200, stop fast action.

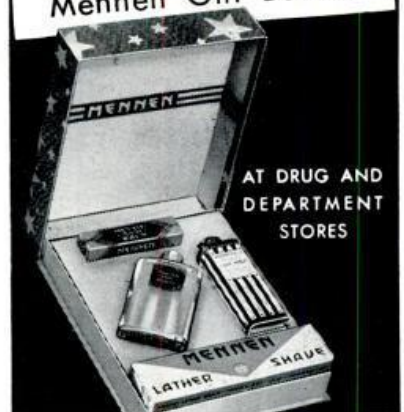
Inexpensive—uses 35 mm. motion picture film with 36 exposures per loading—less than a cent a negative if you load your own. Also, takes pictures on the new natural colorfilm now available.

Ask about the Argus at any Camera Shop or write for literature. A complete line of accessories available. **\$1250**

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## MEMO to EXECUTIVES

Give your staff these  
Mennen Gift Boxes



AT DRUG AND  
DEPARTMENT  
STORES

Gift Box above contains tube of Mennen Lather Shave (Menthol-iced) or Brushless Shave—Skin Bracer—Talcum for Men—Skin Balm—\$1.25.



Gift Box above contains Mennen Lather Bowl or Brushless Jar—Skin Bracer—Talcum for Men—Skin Balm—\$2.00.

The Mennen Co.—Newark, N. J.





CHRISTMASTIDE is rolling up. And precise Telechron time never waits. So we're reminding you that every man—and woman and child—would like to receive an attractive Telechron electric clock. Because they're both handsome and dependable, Telechrons lend grace to the giver and add efficiency to the home. Plan to give Telechron time this Christmastide!

No home can have too many of these handsome, accurate clocks. Plugged into the regular electric outlets in different rooms, four or five Telechrons supply a complete timekeeping system. The right time, the same time, all through the house!

Telechrons are priced to bring cheer to Christmas pocketbooks. Designed to please every one of your friends, there are models priced from \$3.50 at good jewelry, electric, gift and department stores.

WARREN TELECHRON CO.  
ASHLAND, MASSACHUSETTS  
(In Canada, the Canadian General Electric Co.)

Schools, hotels, hospitals and office buildings are synchronizing their time with efficient Telechron commercial systems.

*Telechron*  
(Reg. U. S. Pat. Off. by Warren Telechron Co.)

**SELF-STARTING  
ELECTRIC CLOCKS**



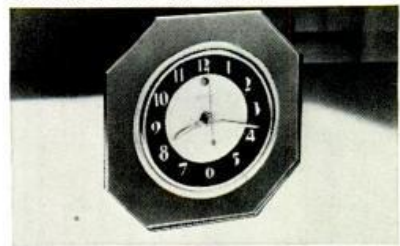
**DEPUTY**, an attractive new alarm clock, which runs quietly through the night and rouses you gently in the morning; black with ivory trim **\$4.95**  
Ivory, black trim, \$5.50.  
**Aladdin**, same model with luminous dial, black case, \$5.95; or ivory case, \$6.50.



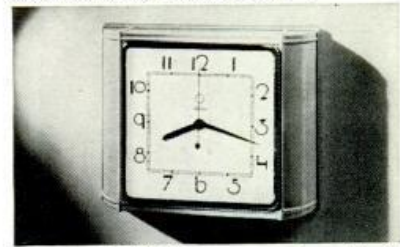
**SMUG**, an ideal gift for the niece, nephew or any bright child. Molded plastic material, in yellow, blue or black. **\$3.50**  
**Quacker**, the same model with alarm, is \$4.95.



**PHARAOH**, a smart, modern clock, adds efficiency to any desk, mantel or table. Mahogany case with vertical side inlays. **\$9.95**  
Priced at . . . . .



**IRIS**, a handsome little clock that makes a grand gift. The case comes in either blue or rose glass with a mirror finish. Satin-gold color dial, colored numeral band. **\$5.95**



**KITCHENGUIDE**, a new wall model for kitchen or bathroom use. A handsome clock which can be ordered in ivory, green, white, black or red. Only **\$4.95**

## Life's Party (CONTINUED)



The barefoot, batik-skirted advisers of the Sultan of Surakarta are forbidden to stand in his presence. If they wish to leave, they must crawl out on all fours.



At the Sultan's birthday banquet the royal host (in fez) and his "Elder Brother" (in white coat) face the camera. Paku's age (72) is indicated in the floral bouquet.



Since the Sultan loves parades, the Dutch permit him a small army for decorative purposes. Their rifles, blouses and canteens contrast with fezzes, bare feet, batiks.





*One of the three paintings for Life's gift announcement folder.*

**LIFE** is a Christmas gift that opens new doors. It is a gift of paper and ink—and of airplanes, armies, men, women, surprise, laughter. It is a gift that has never been given before, that is new in its very essence, a gift that opens wider the door of understanding—to reveal the times we live in and record what life today looks like.

Gift subscriptions may still be entered at the Charter rate of \$3.50 a year by using the order blank tucked into this issue.

**LIFE — LIFE — LIFE — LIFE — LIFE — LIFE**



Deep in the jungle fastness  
of Central America amid  
the ruins of a lost city . . .

Lawrence T. K. Griswold (right) has headed expeditions to Tibet, Komodo, the Amazon, and the lost cities of the ancient Mayas. He lists Camels as one of the necessities on the trail. "Getting good water and food is a daily problem," says Griswold. "At best, eating in the jungle is no picnic. I've found that smoking Camels—no matter where, what, or when I eat—is an aid to my digestion. Camels ease tension and give me a 'lift' in energy when I need it most. After a day of tough going, with nerves alert for hidden peril, I look forward to the sense of ease Camels bring me. Camels never get on my nerves."



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Good digestion helps bring a sense  
of well-being and contentment—so

## FOR DIGESTION'S SAKE SMOKE CAMELS

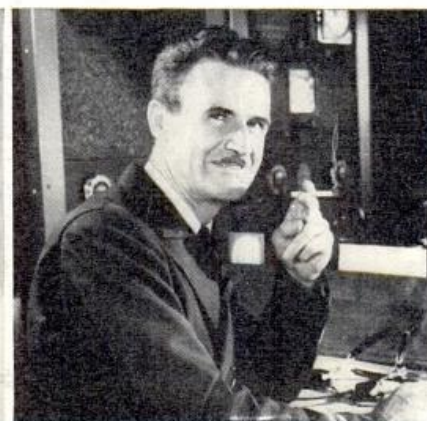
THE beneficial effect of smoking Camels with your meals and afterwards has been proved again and again in the great laboratory of human experience. Explorers, champion athletes, people in hazardous outdoor work, as well as millions of men and women in homes and offices, find that Camels get digestion off to a good start and make the perfect ending to a meal. When you enjoy Camels, you are rewarded with an increased and abundant flow of the fluids so important to good digestion. And you can enjoy Camels as often as you like. Camels do not get on your nerves or irritate your throat.

### COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.



THIS "CO-ED" SAYS: "CAMELS SET ME RIGHT! Mental work often has an effect on digestion too," adds Miss Josephine O'Neill—photographed by the cameraman on her way to a lecture. "During meals Camels are a big aid to digestion. After meals they make food seem twice as good."



A FLIGHT DISPATCHER needs to be on the alert. "I often eat my meals right on the job," says H. G. Andrews, TWA flight dispatcher at the Newark Airport. "And always smoke Camels with my meals and after. Camels help my digestion behave itself. Being mild, Camels don't get on my nerves."

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